

FEBRUARY 27, 1954

MOTION PICTURE HERALD



*Spring Product Has
That New Look . . .
And in Quantity, Too*

REVIEWS (In Product Digest): EXECUTIVE SUITE, SASKATCHEWAN, DANGEROUS MISSION

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THE BIGGEST

M-G-M PICTURES TOP THEM ALL!

"Mogambo" started the Hit Parade in October, launching a new M-G-M record of 8-pictures-in-a-row at the famed Music Hall! Now "THE LONG, LONG TRAILER" is delighting audiences of the world's most famous theatre, with a terrific line-up of other big M-G-M hits to follow one after another. On Broadway and across the nation it's a happy celebration as M-G-M's 30th Anniversary rolls merrily along!



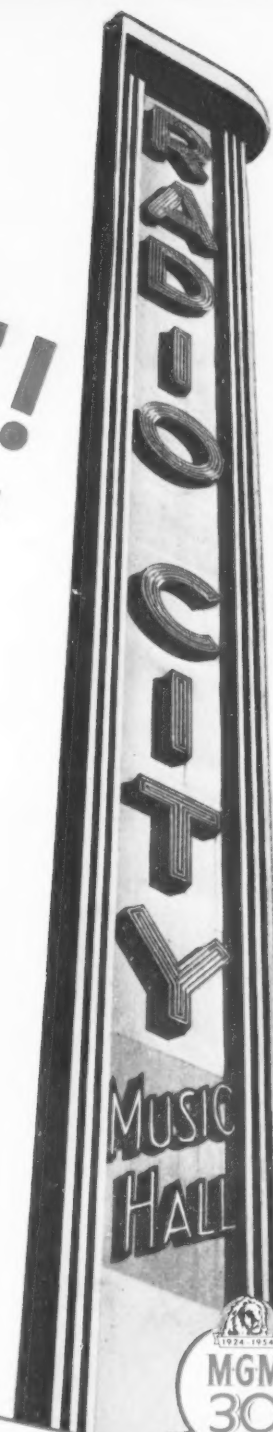
Robert Taylor, Ava Gardner,
Mel Ferrer, Anne Crawford

Lucille Ball, Desi Arnaz

Elizabeth Taylor, Vittorio Gassman, John Ericson

FOR THE BIGGEST!

THEY'RE FAVORITES AT THE MUSIC HALL!



Next!
CINEMASCOPE
"ROSE
MARIE"
(COLOR)

"First
CinemaScope
Musical!"

Next!
"EXECUTIVE
SUITE"

"Picture of
the year!
Cast of
the year!"



Ann Blyth, Howard Keel,
Fernando Lamas

William Holden, June Allyson, Barbara Stanwyck, Fredric March,
Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern

SALUTE TO ED SULLIVAN'S "TOAST OF THE TOWN"

Approximately 50,000,000 people heard and saw the M-G-M Anniversary Show, Sunday night February 14th on CBS-TV's hour-long show! Never before has any company's line-up of pictures received such visual selling to the nation! M-G-M takes this opportunity to express gratitude to a great showman, Ed Sullivan, for a magnificent job!

CROSS YOUR FINGERS... KNOCK ON WOOD.. YOU AND **CINEMASCOPE** NEVER HAD IT SO GOOD!

Lucky You! Soon Comes Lucky Me!

The big, big all-around promotion starts with a bang! Full-page ads in **LIFE** (April 5), **LOOK** (April 6) and 16 other national magazines cover every moviegoer in every corner of the land right up to and including the opening!

And the happy, happy music hits the air-waves way in advance, with more top tunes than any Doris Day picture before!



'Lucky Me' STARS **DORIS DAY · ROBERT CUMMING**

with EDDIE FOY, JR., NANCY WALKER, MARTHA HYER, BILL GOODWIN, MARCEL DALIO, HAYDEN RORKE and JAMES BURKE •

Musical Direction by



ANAMORPHIC LENS MAKES POSSIBLE FULL SWEEP OF WARNERS' GIANT SOUND STAGES (WORLD'S BIGGEST) TREATING FANS TO ZIPPIER-PACED PRODUCTION THAN EVER BEFORE

A NEW CINEMASCOPE DAY (DORIS) DAWNS IN WARNERS' 'LUCKY ME'

A racy, ultra-happy hit that hardly stops to breathe
ushers in the ultra-modern look in screen musicals

Extra-lively, extra-colorful, extra-ordinary in each razzle-dazzling department, "Lucky Me" throws a kaleidoscopic smile across the screen that CinemaScope was born to catch. Fast, fresh, funny antics and romantics of stars Doris Day, Robert Cummings, Phil Silvers (with Broadway's Nancy Walker and Eddie Foy, Jr. to soft-shoe

the blues away) keep things hot and humming. Variety of pic's top tunes are already stopping traffic on nation's radio-TV lanes: 'I Speak to the Stars', 'Take a Memo to the Moon', 'Love You Dearly', 'High Hopes', 'Bluebells of Broadway', 'Parisian Pretties', 'Superstition Song', 'I Wanna Sing Like an Angel', 'Men', and 'Lucky Me'.

ONE OF THE QUIETER RIOTS of the novel story that starts with a bang, builds to a roar and goes on from there.



PEPPY, POPULAR DORIS hits high note in motion picture that's all high spots.

THREE ON A LOVE-MATCH brings good luck to Doris, good moviegoing to all.



S · PHIL SILVERS IN **CINEMASCOPE** AND WARNERCOLOR 

Screen Play by JAMES O'HANLON, ROBERT O'BRIEN and IRVING ELINSON From a Story by JAMES O'HANLON, Music by SAMMY FAIN • Lyrics by PAUL FRANCIS WEBSTER
Ray Heindorf • Produced by HENRY BLANKE • Directed by JACK DONOHUE



SOMETHING DIFFERENT! SOMETHING NEW!

Now CINEMASCOPE gives your audiences a front-row seat to the fabulous \$6.60 musical



just as Broadway cheered it... with all its songs, stars, dances and fun!

Edward L. Alperson presents **LEONARD SILLMAN'S**

NEW FACES



CINEMASCOPE

in glorious **COLOR** in the wonder of **STEREOPHONIC SOUND!**

starring **RONNY GRAHAM • EARTHA KITT • ROBERT CLARY • ALICE GHOSTLEY •** Directed by **HARRY HORNER** • Co-producer **BERMAN SWARTTZ** • Released by **20th CENTURY-FOX**

MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

MARTIN QUIGLEY, JR., Editor

Vol. 194, No. 9

February 27, 1954



Quiet Thoughts on Stereo Sound

ON both sides of the Atlantic there has been too much sound and fury recently about stereophonic sound and too little objective appraisal of its importance today and for the intensely competitive tomorrows. The subject is too vital to be dealt with in "sound and fury." Some critics of stereo sound have talked as if they felt it was a reincarnation of Homer's dread "terrible sound of the bow."

While the matter of cost is an economic life and death matter to many exhibitors, it would be shortsighted to evaluate an industry technical development such as stereophonic sound on the basis of cost alone. If that had been the rule during the history of the industry, the motion picture would have stayed (until its demise long ago) in the peep-hole stage Edison thought was best for it. Edison, great inventor that he was, was no motion picture prophet. He was reluctant to perfect a projector for fear that big pictures on a screen would swiftly satiate the public's desire for movies.

And so it has been all down the years. The carbon arc light was expensive. The first sound systems were prohibitively so, amounting to many times the costs of stereo sound today for the average theatre. Those prices, too, were in 1927 dollars with greater purchasing power than 1954 dollars.

Herbert Barnett, president of the Society of Motion Picture and Television Engineers, in an address to the Independent Theatre Owners of Ohio February 2 said, "Last year I said to you that whatever else may fall by the wayside [with respect to the new techniques], stereophonic sound has made good; it is here to stay. I would not alter that statement today but would like to qualify it to some extent." Mr. Barnett went on to point out that some stereo sound has been inferior and in some cases it may not be necessary.

AS Mr. Barnett commented in another address to the National Allied Drive-In Theatres Association, "it is conceded by most observers that true stereo sound can add much to the enjoyment of pictures."

The present controversy resolves itself down to two points: 1) Is stereo sound essential in regular theatres (assuming it is economically feasible in a particular situation)? and, 2) Is some kind of stereo sound practical in drive-ins?

It must be admitted that the answer to the second question will not be known until some time during the coming drive-in season. Certainly stereo sound in the sense that it is used in indoor theatres is not possible in drive-ins. The use of multiple speakers in a car may produce some pleasing and effective stereo effects and may

enhance the dramatic enjoyment of some pictures in drive-ins. Stereo sound in a regular theatre aims to reproduce sounds in their spatial relationships to the action on the screen. This is done, of course, through the use of three sets of speakers behind the screen (six, in Cinemascope). For any multiple speaker system in a drive-in, the human brain will be called upon to make an approximation of these spatial relationships from the carrying sounds coming to the two ears of each spectator. Just how that will work out, no one yet knows with certainty.

Turning to the first question, stereo sound is not essential to motion pictures any more than, say, color, or even sound of any kind. The screen art flourished in the days of the "silents." Hundreds of exhibitors believed that the "talkies" were a passing fancy and did not install sound for years.

Stereo sound, on the other hand, is "essential" in the sense that it is a marked improvement over the old system when used with very wide screens in big theatres. Its pleasing qualities in very small theatres also have been demonstrated.

Stereo sound has a tremendous technical advantage over all-optical sound because it uses magnetic reproduction which is undeniably superior.

ONE of the most controversial aspects of stereo sound has been the need or desirability of auditorium speakers for special effects. While admitting the use of such sound is in its infancy, indications now are that it may play an important role in creating audience impressions in the years ahead. One of the principal critics of the use of auditorium speakers—and one cited by many exhibitors as justification for their hesitation in putting them in—was the Loew Circuit. However, that circuit now has decided that auditorium speakers are important and is installing them through the circuit, bringing their installations to full CinemaScope standards.

The optical sound track had Hollywood's technical wizards pretty well boxed in. There is only so much sound that can be gotten—qualitatively speaking—from such a track. It is by nature uni-directional (although, of course, its output can be artificially switched from one set of speakers to another). Stereophonic sound using four magnetic tracks would seem to leave plenty of room for sound development for a couple of decades.

For theatres that can not really afford stereophonic sound and for drive-ins, the modification necessary must be worked out in the interest of both distributors and exhibitors. Where stereophonic sound is possible economically speakers should be installed.

—Martin Quigley, Jr.

Letters to the Herald

Off-Beat Shorts

TO THE EDITOR:

In these days of shortened product supply, the newsreel-short subject theatre is hard-pressed to present a balanced program without repetition of subject matter. Therefore, we constantly seek new sources.

Artistically speaking, the foreign film industries have done much to cause Hollywood to improve the quality of production by the example of turning out good material on a small budget.

Perhaps not as familiar to the public as the full-length features is the foreign short subject product.

The off-beat and high caliber U. P. A. Cartoons released by Columbia are always well received by the patrons here. Also in the cartoon field, Paramount re-released a little gem titled "The Enchanted Square" which we played during the Christmas season with much favorable comment. It was reminiscent of Warner's charming "Merry Melodies."

As a newcomer to this field, I have found The HERALD very helpful in advancing my screen education.—*JANE ECKER, Manager, Telepix Cinema, Boston, Mass.*

Over-Advertising

TO THE EDITOR:

We object to those over-advertised specials which turn out to be flops in the smaller theatres. You can persuade your customers a few times but when they walk out on such pictures several times, they get so that they don't want to see any pictures. The industry should make shows that all people like, such as "The Greatest Show on Earth."—*Wyoming Exhibitor.*

Stereophonic Sound

TO THE EDITOR:

I agree with the position taken editorially by your magazine that "The Robe" is better in stereophonic sound. But is it enough better for the medium and small theatre to justify its cost? Here's what it will have to do at the box office in order to return its investment after the showing of 50 Cinema-Scope pictures:

Cost of sound equipment, approximately \$7,000 installed; or \$140 pro rata for each of the first 50 pictures using it. Allowing for film rental percentage, this means that each picture must gross upwards of \$230 more with stereophonic sound than the same picture (same screen, same color, same title, same cast, same story) would gross with standard sound. Or for an average gross

of \$1,000 per picture, for example, more than 23 per cent of business done would have to be attributable solely to stereophonic sound.

There's nothing to indicate that the public generally is that enthusiastic.—*HAROLD ARMISTEAD, Colony Theatres, Easley, S. C.*

Confusion

TO THE EDITOR:

Utter confusion exists regarding ratios, equipment and techniques—contradictions of statements from so-called industry leaders and snap judgments of the great oracles—"columnists."—*Florida Exhibitor.*

Newspaper Treatment

TO THE EDITOR:

Neither newspapers nor any other medium which carries movie advertising should be allowed to get away with any articles slanted so as to cause a reading public to lose faith and interest in our business. And the way to overcome this is for the individual theatres in the individual cities just to take the bull by the horns and refuse to advertise in any form or medium which cannot give us a fair break.

Newspapers are scared to death of television, much more so than the movie industry has been ever, and in television theatres now have a powerful advertising medium in which to run in those situations where smart-aleck know-it-all so-called critics continue to pan our product and our business.—*Georgia Exhibitor.*

Balanced Programs

TO THE EDITOR:

Let's get rid of the double feature and show a program consisting of a single feature, cartoon, newsreel and comedy short. (A program of two hours or so.)—*New York City Exhibitor.*

Quality Shorts

TO THE EDITOR:

The public is hungry for quality shorts of travel, educational-scientific material and factual newsreel reporting.—*RUSSELL J. McGHEE, Grand Central Theatre, Inc., Grand Central Terminal, New York, N. Y.*

Take Off Tax

TO THE EDITOR:

If small theatres are to stay in business take off the admission tax at once.—*Caroline Theatre, Inc., Bowling Green, Va.*

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IT looks as if the Theatre Owners of America may get into the fight, at that. Traditionally disinclined to directly quarrel about trade practices, the organization is reported excited enough about (or against) stereophonic sound, to have authorized a group of spokesmen to tell CinemaScope distributors they had better serve the medium without restrictions—or else. That “else,” it is reported, would be TOA complaints to the Department of Justice, and the Senate Small Business Committee.

► Twentieth Century-Fox, which should know, says its CinemaScope is being used by five studios and six independent producers who have 31 pictures in preparation. The total thus far for 1954 release is 54. If the trend continues, the medium may well come to the standard plus value that color is in relation to black and white.

► RKO, which is distributing Walt Disney's reissued “Pinocchio,” says the picture in its first week in New England is breaking the records set there by the fabulous “Snow White and the Seven Dwarfs.” For an example: the gross at the Memorial, Boston, was \$33,450 the first week.

► General admissions tax collections from July through December last year were about 21.6 per cent below collections in the like 1952 period, the Internal Revenue Service has announced in Washington. It listed collections for the last six months of 1953 of \$136,320,000, compared with \$173,828,000 for the corresponding 1952 months. It is pointed out, however, that the figures are not too meaningful since last July the Service switched to a new basis for reporting excise collections, and exhibitor payments are lagging behind those of a year before.

► While the screen may take certain dramatic license when it comes to adding romantic touches to the lives of great personages of the past, Hollywood's overall representation of history more than makes up for it by its thoroughness and authen-

On the Horizon

TUSHINSKY SYSTEM TO BE GENERALLY AVAILABLE

HOLLYWOOD: The Tushinsky variable anamorphic lens system, demonstrated last week at the RKO studios, will be made available to the entire industry under licensing arrangements. Tests are now being made for Columbia as well as other major studios. Co-inventor Joseph Tushinsky told *THE HERALD* Wednesday especially good results are being obtained with footage shot with MGM's MetroScope camera. It was reported previously that Paramount was negotiating for the Tushinsky system. Mr. Tushinsky said that projection lenses will be sold outright to large theatres, will be available on a rental basis and, in “hardship cases,” will be furnished to an exhibitor gratis. The lenses will sell outright for something less than \$1,000 per pair.

ticity, according to George Sidney, MGM director. In an address before the Beverly Hills Parent-Teachers Association, Mr. Sidney said, “Screen stories seldom stray far from well-authenticated facts and always there is a tremendous effort put forth to verify all points by exhaustive research. Any information you or your children absorb from costume motion pictures is 99 per cent absolutely authentic.”

► A big story property, coupled with talent of star calibre, is being sought for the third Cinerama production, it was reported last week as Stanley Warner continued talks with major studios and independents on production plans. The purpose would be to get away from the travelogue idea of the first Cinerama production and, to a lesser degree, of the forthcoming second program in the process, “Cinerama

Holiday.” Another factor spurring the Cinerama people is that shortly they will have to compete with the Todd-AO 65 mm medium and the first feature in that process, “Oklahoma.”

► This, too, was bound to come to pass: Professor Jozef Cohen of the University of Illinois has applied for a patent for a device which, using standard lenses and film and only one projector, allows the audience in a circular theatre to be completely surrounded by the picture. Since no one would be interested in a picture behind him, Professor Cohen says that he thinks only a half circle picture would be used for practical purposes.

► The film business is petering out at the Supreme Court. Right now there's only one industry case pending there—an all-time low for recent months.

► John M. Novak, 39, last week in San Francisco was sentenced to pay a \$200 fine or spend 30 days in jail for punching Donald Haley, manager of the Paramount theatre, last December after he (Novak) had become excited watching a 3-D Indian massacre in “The Nebraskan.” Mr. Novak said the sequence was so unnerving to the audience, what with all those loose arrows flying about, that men turned cowards and women became physical wrecks. He said he also resented racial slurs against Indians.

► Nothing's been said about it, but there's one customer who's receiving CinemaScope without stereo sound—and no squawks. It's the Army. That organization's motion picture service on March 7 will show its first CinemaScope picture, Warners' “The Command,” at 37 installations.

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This week in pictures



by the Herald



REASSIGNMENTS occurred this week at RKO Pictures. Walter Branson, left, became new general manager of foreign operations. He had been assistant sales manager. Simultaneously, three sales executives received promotions. Herb Greenblatt, above, was made central division manager. He had been midwest district manager. J. Herbert MacIntyre, right, above, western district manager, now is western division manager. And Harry Gittleson, right, sales administrative manager, becomes executive assistant to Charles Boasberg, general sales manager.



by the Herald

AL O'KEEFE, vice-president in charge of distribution for the Pola-Lite Company, as he explained to trade writers Tuesday the new Pola-Lite 3-D system, using one film; and its new glasses, with collapsible earpieces and all plastic frames. The system replaces Moropticon, has in-built filters, may be installed in three minutes and will be sold outright for \$100 and a minimum order of 6,000 glasses in one year. Universal-International is printing two new 3-D releases on single film, for those who wish to use the system. Optical printing of a 3-D picture on to one film costs about 25 cents per foot, Mr. O'Keefe estimates.

CITATION, in St. Louis, from IATSE Locals 143 and 6 to Cinerama exhibition director Lester B. Isaac. At the affair, right, are Stanley Warner vice-president Harry Kalmine, Local 6 president Roy Upton, Mr. Isaac, and Local 143 business agent H. O'Laughlin. Mr. Isaac will add his citation to some 49 others received since 1916.





PROMOTIONS AT PARAMOUNT: Herb Steinberg, left, now is national exploitation manager. Burt Champion is now home office publicity manager, succeeding Mr. Steinberg. Mr. Champion had been in charge of radio and television promotion.



by the Herald



TELLING ABOUT THE TRIP to Rochester, where Eastman Kodak conducted thorough tests demonstrating the flame resistance of acetate film and the myriad dangers of nitrate film. Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association of New York, noted that New York City safety officials were deeply impressed and that insurance rating bureaus would probably be apprised of their opinions and the test results.

PREVIEW for "Top Banana." As United Artists showed it in the Victoria Theatre, New York, comedian Phil Silvers, second from right, was host. He greets John Hodiak, left, and Mr. and Mrs. Henry Fonda. Top headliners in show business were preview guests.



A 3-D THRILLER from Warners. Its "Phantom of the Rue Morgue," a scene from which is at the right, opened Wednesday in the Cleveland, Cincinnati, and Indianapolis territories backed by massive TV, radio, and newspaper promotion. It gets national distribution March 27.

CONGRESS TOLD OF CODE VALUE

Senator Schoeppel Lauds Producers for Voicing Loyalty to Film Code

Senator Andrew F. Schoeppel (R., Kan.) head of Senate Small Business sub-committee which has been studying industry trade practices, has added his voice to those applauding the decision of the major producers to a stand by the industry's Production Code. In the meantime more comments from exhibitors throughout the country reveal a general desire to see the document preserved in its present form. Indications from some were that there should be some relaxation in regard to certain types of pictures.

"In the best interest of the industry and the public," Sen. Schoeppel told the Senate, "I hope that everyone in and out of the industry will support the Code. I urge every producer to make only Code-approved pictures; I urge every exhibitor to show only Code-approved pictures; and I hope that the public will patronize only Code-approved pictures.

"It is the one sure way of making certain that decent entertainment will always be the best entertainment."

Sen. Schoeppel started by saying he wanted to associate himself with Sen. Johnson (D., Colo.) in "praising the industry leaders for their forthright stand on so fundamental an issue." He said he had come into close contact with industry leaders in his Small Business Committee post, and he knew the majority of the people in the industry are "fine, outstanding American citizens who are trying desperately to maintain their industry as the premier entertainment medium of the world."

"While the various elements in the industry have their internal differences, he said, "They stand united in their belief that the motion picture is the finest family entertainment."

Hopes Tax Will End

The industry is experiencing major economic problems, Sen. Schoeppel said. He mentioned box office declines, aggravated by the "onerous 20 per cent admission tax, which, incidentally, I earnestly hope will be eliminated by legislators at this session of Congress."

"But, despite these difficulties," he continued, "I know that no exhibitor in Kansas is going to put dollars above ethics by showing an off-color film."

Sen. Schoeppel said his sub-committee's studies showed the industry had many problems, "but it is clear that these problems are not going to be solved by trying to show

pictures that do not conform to accepted standards of decency and morality. In my view, such pictures will not only do harm to the industry as a whole, but in the long run will hurt those who make and show them. The American public is not going to pay for trash and filth in the name of artistic license."

In recent months one or two film producers have been waging a campaign to modernize code standards, Sen. Schoeppel declared. "Just how decency and morality and good taste are modernized is difficult to understand," he said. "Women's clubs and parent-teacher organizations and religious groups and all right-thinking people believe that morality is not a dress to be changed with every passing fad.

"I am happy, therefore, to see that the responsible leaders in the production side of the industry make clear that they are not going to be stampeded into abandoning standards which have always been right and which have kept their product fit for family seeing."

Charles R. Blatt, president of Allied Motion Picture Theatre Owners of Western Pennsylvania, Pittsburgh, said: "The Production Code has served well for many years. The moral code on which it is based is eternal and not to be changed to fit the whims of modern times. I am not in favor of weakening the Code."

Saul J. Ullman, Fabian division manager in Albany, said: "I go along with the Code. It has served the industry long and well. It should be continued in the present form."

David Idzal, Fox theatre, Detroit said: "I am in complete agreement with the statement that decent entertainment is the best entertainment."

Charles A. Smakwitz, Stanley Warner zone manager: "I agree with the Production Code statement issued by the various member companies. I believe that the Code should be upheld and continued for the good and welfare of the industry which it has effectively served."

S. P. Gorrel and Leonard Mishkind of General Theatre Circuit, Cleveland, said: "Now when state censorship is under attack from state and federal courts and when we are trying to bring back family trade is not the time to tamper with existing production and advertising codes."

Ray Feeley, owner-operator of the Weymouth theatre, Weymouth, Mass., said: "While I feel that our industry as well as the press and other media of public expression should not be unduly limited by censorship, I also feel that the Code has justified its existence by protecting from within the industry the various branches

which might have otherwise been hampered by one or more radical producers."

Arthur Lockwood, treasurer of Lockwood and Gordon Enterprises, and a former president of Theatre Owners of America said: "I agree wholeheartedly with the Code statement and consider it excellent."

Ernest A. Grecula, Hartford Theatre Circuit, Hartford, said: "The Production Code should be enforced to the extent where a motion picture bordering on the risqué situation cannot be played in a commercial playhouse, but must be contained in an art house, the better outlet for this type of product."

John T. McGreevey, booker and buyer for the Harris Amusement Co., Pittsburgh, said: "The Code definitely should be maintained. The industry has a moral obligation to the millions of patrons who support it, and to see that what appears on the screen is decent and moral. It certainly hasn't hurt the industry since it has been in effect."

Exhibitors Ready for Tax Fight

WASHINGTON: Exhibitor leaders in the field are expected to start migrating to Washington within the next three weeks for conferences with their respective Congressmen in regard to the elimination of the Federal admission tax.

The purpose of the junkets, which are being encouraged by the Council of Motion Picture Organizations, is to make sure that the law-makers have a complete understanding of the industry's problem. COMPO officials believe that the industry's case is just as strong now as it was a year ago.

Meanwhile, the growing pressure on Congress for substantial tax cuts to stimulate business has completely beclouded the outlook for admission tax relief this session. Most Congressmen pressing for tax cuts mention excise cuts as one of their main goals. But even more of them mention an increase in individual income tax exemptions.

The problem the industry faces is this: an increase in individual income tax exemptions is an expensive proposition for the Treasury. If exemptions are increased, might not Congressmen be reluctant to go too far in the way of cutting excises and losing still more revenue? Chances still are excellent for some reductions in the tax. The question now is just how much of a reduction.

Meanwhile, Tuesday a Democratic attempt to get an immediate House Ways and Means vote on reduction in the admissions and other excise taxes was ruled out of order by Chairman Reed (R., N. Y.). He said the committee would take up the entire question of excise tax rates later, but well in advance of April 1, when some excise rates are scheduled to be dropped. The matter came up as the committee continued voting on the Technical Tax Revision Bill.

PRODUCT DOLLED UP IN BRIGHT EASTER BONNET

New Technique, Color Add to Values of Films Set for Spring Release

by MANDEL HERBSTMAN

In joyous keeping with the season, the companies are preparing a dazzling Easter parade of product. The range sweeps from drama to comedy and musicals to westerns with bright splashes of color. None overlooks the box office potential and all are fashioned to meet given exhibitor needs. Included in the sprawling array are films in CinemaScope, wide-screen, standard screen, 3-D and stereophonic sound. Streamlined and aggressive advertising and promotional campaigns will support the product for maximum result.

A quick glance at some of the forthcoming pictures will bring an uplift to the outlook.

MGM Schedule Has Many Musicals

Among those that soon will be seen flying the proud banner of MGM will be "Executive Suite." In the all-star cast are William Holden, June Allyson, Fredric March, Barbara Stanwyck, Walter Pidgeon, Shelley Winters, Paul Douglas and many others. Others from the company will be "Rhapsody," a musical drama in color by Technicolor with Elizabeth Taylor and Vittorio Gassman; the melodious "Rose Marie" in Kodacolor with Ann Blyth and Howard Keel; the musical "Student Prince" stars Ann Blyth and Edward Purdom and is in Ansco color. Another from the company will be "Flame of the Flesh," in color by Technicolor, with Lana Turner and Pier Angeli.

CinemaScope List From Fox Impressive

Pictures in CinemaScope, color and 3-D are slated to reach the exhibitors from 20th Century-Fox during the next few months. To name but a sampling few, there are: "New Faces," the Broadway review in Eastman color and CinemaScope, with Eartha Kitt heading the cast; "Prince Valiant," in CinemaScope and Technicolor, starring James Mason and Janet Leigh; "Night People," CinemaScope and Technicolor with Gregory Peck and Broderick Crawford. The drama was filmed in Germany under the production and direction of Nunnally Johnson. In 3-D from the company and in color will be "Gorilla at Large," with Cameron Mitchell, Ann Bancroft and Lee J. Cobb. "River of No Return," will bring together Marilyn Monroe and Robert Mitchum in CinemaScope and Technicolor.

Among the many pictures that will be rolling to the exhibitors of the nation from the Universal-International studios will be

WATCH TECHNIQUE IN BROADWAY MUSICALS

The technique of photographing plays just as they appeared on Broadway, without any concessions to motion picture production methods, was marked in two New York films last week. They were 20th Century-Fox's "New Faces" and United Artists' "Top Banana," both musicals. Audiences seemed to like both pictures and watchful production eyes are fixed on them. Newspaper ads for "Top Banana" said: "See it at movie prices exactly the way New York theatre audiences saw it for \$7.70."

The "New Faces" ads said: "You've got a front row seat at that fabulous Broadway revue . . . with its stars, dances, wonderful fun at popular admission prices."

"Saskatchewan" in color by Technicolor, with a cast including Alan Ladd, Shelley Winters and Robert Douglas; "Johnny Dark," in Technicolor, with Tony Curtis, Piper Laurie and Don Taylor. In CinemaScope and Technicolor will be "The Black Shield of Falworth," with Tony Curtis, Janet Leigh and David Farrar. Others will be "The Far Country," in Technicolor, with James Stewart, Ruth Roman and Corinne Calvet; "Tanganyika" in Technicolor with Van Heflin, Ruth Roman and Howard Duff.

Among those to head the parade of product from Warner Brothers will be "A Star Is Born" in color and CinemaScope with Judy Garland and James Mason; "The High and the Mighty," also in color and CinemaScope with John Wayne, Claire Trevor and Laraine Day; "Dail M for Murder," is in 3-D and WarnerColor with Ray Milland and Grace Kelly; "Lucky Me," in CinemaScope and WarnerColor with Phil Silvers, Doris Day and Robert Cummings; "Ring of Fear" with Clyde Beatty, Pat O'Brien and Mickey Spillane; and "Them!" an adventure drama in 3-D with Edmund Gwenn.

Comedy Features From Paramount

Those up front among the releases from Paramount will be the Dean Martin and Jerry Lewis comedy "Money from Home," in 3-D and color; "About Mrs. Leslie" a drama with Shirley Booth and Robert Ryan; "Casanova's Big Night" will see Bob Hope starred with Joan Fontaine in color. Others from the company, all in color, include: "Elephant Walk," a drama with Elizabeth Taylor and Dana Andrews; "Knock on Wood," with Danny Kaye.

Columbia in the upcoming months will boast such pictures as "The Caine Mutiny," in color with a top cast that includes Humphrey Bogart, Van Johnson and Jose Fer-

rer; "Indiscretion of An American Wife," the Selznick picture filmed in Italy with Jennifer Jones and Montgomery Clift; "Black Knight," an adventure in color with Alan Ladd and Patrica Medina; "Hell Below Zero," an adventure drama in color with Alan Ladd and Joan Tetzl; "The Battle of Rogue River," a western in color

Overseas Productions On U. A. Schedule

Among the large roster from United Artists will be "Beat the Devil," the John Huston comedy made abroad with Humphrey Bogart, Jennifer Jones and Peter Lorre; "Act of Love," drama also made abroad with Kirk Douglas and Danny Robin; "The Golden Mask," in color with Wanda Hendrix and Van Heflin; "The Scarlet Spear," an adventure in color with John Archer and Martha Hyers; "Witness to Murder" will bring together Barbara Stanwyck and George Sanders; and "Adventures of Robinson Crusoe," a drama in color has Dan O'Herlihy and James Fernandez in the lead.

Last week RKO Pictures announced that a lineup of 10 productions and one reissue has been assured through June. Some of the productions are "Carnival Story," in color and wide-screen with Anne Baxter and Steve Cochran; "Dangerous Mission," in color, available in 2-D and 3-D, with Victor Mature and Piper Laurie; "Son of Sinbad," also in color and 3-D and 2-D, with Dale Robertson and Sally Forrest; "Susan Slept Here," in color with Dick Powell and Debbie Reynolds; and "Four Desperate Men," in color with John Payne and Elizabeth Scott.

"Jubilee Trail" Heads Republic's Lineup

Heading Republic's array of product are "Jubilee Trail," in color with Vera Ralston and Forrest Tucker; "Hell's Half Acre," with Wendell Corey and Evelyn Keyes; "Geraldine," with John Carroll and Mala Powers; "The Hot Heiress," with Judy Canova and Don Barry; and "Johnny Guitar," with Joan Crawford and Sterling Hayden; and "Laughing Anne," a British production with Wendell Corey and Margaret Lockwood.

Allied Artists has such pictures lined up as Walter Wanger's "Riot in Cell Block 11" with Neville Brand and Leo Gordon; "Dragonfly Squadron" with John Hodiak and Barbara Britton; "Pride of the Blue Grass," in color, with Lloyd Bridges and Vera Miles; "Cheyenne Crossing" with Wayne Morris; and "Arrow in the Dust," with Sterling Hayden and Coleen Gray.

As is obvious the companies have on the fire pictures to offset television competition, bring back so-called "lost audiences" and meet every new challenge.

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Terry Ramsaye Says

CURRENT HIGH ART—The objective observer of the contemporary scene among the dramatic arts all along the way from stage to screen, can find more challenge than encouragement. Never have pretensions been higher, more arrogant, more boastful, or less convincing.

The stage of Manhattan has currently two choice specimens of high pretense and dubious merit, as evidenced by serious critical opinion, with patronage at \$6.00 tops which seems to denote more curiosity than interest. The merchandise is:

Bastardy, with variations and complications. This is delivered by the play entitled "The Confidential Clerk" from the sacred pen of the ultra high frequency, ultra high-brow Amer-Anglo author and poet, T. S. Eliot. The play is mannered, with some elegance of literary skill purveying the plot, which is engaged with the problem of who is the illegitimate off-spring of which and who—with just a background touch of the ultimate possibility of some accidental incest.

Homosexuality constitutes the motivating factor of influence in the development and a plot about a marriage which went wrong for the painfully obvious reasons that the young man involved was not born for marriage. This, too, comes from the highest literary eminence, the novel entitled "The Immoralist" by the noted Andre Gide, so notably authoritative in the world of what are now politely called "deviates."

These two plays have been and yet continue to occupy the most profound attention of the dramatic press of New York, and therefore of the nation.

With a decided weariness one can wish that the boys and girls of the art, and the audience, too, might pause for a while and find something else to play with beside the more odoriferous aspects of sex in the arts. The subject lacks somewhat of novelty. The material will always be abundant. It is not going to escape and it will never be a lost art.

TELEMETER'S SURVEY—As inevitable in these days of interminable statistics in pursuit of solution of interminable problems, Internaitonal Telemeter Corporation, out to sell pay-as-you-see pictures by television, has come up with a survey. It comes to this desk by courtesy of Paul MacNamara in a brochure of unusual competency and grace. This survey, so emphatically pre-

sented is curiously, frankly limited to about three thousand persons among the millions of potential customers. On that basis it is positive, as positive as the testimony of any employed expert.

The Tele-Census Research Project was conducted in Los Angeles, San Francisco, Salt Lake City and Ames, Iowa. May be a fair cross-section, but an odd choice. It reports that of those interviewed, nearly 60 per cent would pay \$1 to see on television a first run picture without commercials, and 53 per cent would pay as much to see a world series baseball game. The same document reports on "an independent survey in New Brunswick, New Jersey, a like taste and judgment, and in addition 28 per cent of those would pay \$1.25 to see a Radio City Musical Hall stage snow, 15 per cent a like price for a big football game, and 11 per cent would pay \$1.77 to see the Metropolitan Opera.

All this of course indicates that these are customers for something as presented by an interviewer. Indicative. One great difficulty would seem to be that the pay-as-you-go motion picture vending by television can only get its test by being presented to a wide area of a big market—being born grown-up, which is very expensive.

VERY LONG THOUGHTS—While looking at the fire in slippers ease, one may reflect on some old and new calculations about the age of the earth, the sun, the Milky Way and the universe, recorded up the other day by Earl Ubell, science writer, from the findings of Dr. Dirk ter Haar, Dutch astronomer. The "fundamental process" he seems to think, can be described as a "kind of catastrophe," or explosion, occurring maybe four or five billion years ago. The evidence comes from abstruse calculations, the growing saltiness of the seas, from radioactive uranium, tide friction on moon movement, the dynamics of the interaction between galaxies, etc., etc. Dr. ter Haar thinks the universe has been about the same for from one to three billion years. To this reader nothing is settled until we are told what it was that blew up in that catastrophic cosmic bang, how it got there in the first place and what touched it off. I do not like the process, sounds inflationary. Probably nothing will be done about it. We must have patience in all dimensions.

TOA Names Arbitration Committee

Theatre Owners of America's delegates to the industry arbitration conference, which is being initiated by the Motion Picture Association of America, will be S. H. Fabian, Mitchell Wolfson and Herman Levy, according to an announcement from Walter Reade, Jr., president of TOA.

In accepting the MPAA invitation Mr. Reade said that TOA is approaching the meeting "with great optimism and in a spirit of complete cooperation." No date for the meeting has been set, but Mr. Johnston, in proposing the meeting about three weeks ago, suggested that it be held within 60 days, or in late March or early April.

Wednesday, Harry C. Arthur, chairman of the Southern California Theatre Owners Association, accepted the invitation but expressed the opinion that many phases of film rental procedures can be included properly in the agenda although actual film rental is excluded. Independent Theatre Owners Association of New York also has accepted, while the Metropolitan Motion Picture Theatres Association will participate as an "observer." Allied States has not yet replied.

\$655,582 Net For National Theatres, Inc.

Consolidated net income, after all charges, of National Theatres, Inc., and voting-controlled subsidiaries for the 13 weeks ended December 26, 1953 (the first quarter of the current fiscal year), was \$655,582, or 24 cents a share on the 2,769,486 shares of stock outstanding. This was announced by Charles P. Skouras, president, at the company first annual meeting in Los Angeles last week.

For the 13 weeks ended December 27, 1952, the net income after all charges was \$544,697, or 20 cents a share. Included in the earnings for the 13-week period ended last December is a net gain, less applicable income taxes, of \$19,000, resulting from dispositions of theatres which were disposed of either for economic reasons or to comply with the consent decree. The net gain from such transaction in the 1952 period was \$39,000.

O'Connor at Awards

HOLLYWOOD: Donald O'Connor will be master of ceremonies at the 26th annual Academy Awards presentation ceremonies in Hollywood March 25. Mitchell Leisen, who will be general director of the program, has announced.



Universal-International presents

**JOHN
PAYNE
MARI
BLANCHARD
DAN
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SHOWDOWN AT **LARAMIE!**

where Shanessey rules with
a loaded gun and waits for
Jeff Harder to make
his play...and blaze
a trail for the
Iron Horse
through the
town they
said was
too tough
to break!



RAILS INTO LARAMIE

COLOR BY *Technicolor*

with
JOYCE MacKENZIE • BARTON MacLANE

Directed by JESSE HIBBS • Screenplay by D. D. BEAUCHAMP and JOSEPH HOFFMAN • Produced by TED RICHMOND



"...Pictures with that Universal appeal"

JOHNSTON CITES U. S. FREEDOM

Says at Brazilian Festival American Market Open to Product from All

by MARTIN QUIGLEY, JR.

SAO PAULO, BRAZIL: At the end of the first week, American delegates here for the first Brazilian International Film Festival had seen a total of 45 feature films and many short subjects. The festival, which began February 13, is scheduled to come to a close February 26.

The American delegation, led by Eric Johnston, president of the Motion Picture Association of America, is joined by representatives of 21 other countries for the festival. Arrival of the American delegates was marked by a police-escorted, 25-car procession through the streets of this Brazilian city. Entered in the festival, held in conjunction with the celebration of Sao Paulo's 400th anniversary, are five American feature films, as well as six documentaries produced by the United States Government.

News Boycott on U. S.

The first week of the festival was marked by a boycott of the entire U. S. delegation called suddenly by 30 Brazilian and European journalists. Disgusted by the treatment they had been receiving from local authorities in their attempts to cover the activities of the American delegation, one of the main features of the film celebration, the journalists brought the issue to a head by declaring a news ban on the Americans.

The decision, the journalists explained, was reached as a result of continual rescheduling of interviews they were supposed to have had with the stars and the "humiliation the press has been subjected to by the police" in an attempt to carry out their assignment. When told of the situation, American spokesmen quickly explained that they were not responsible for "loose arrangements" and sat down with a committee of reporters to arrange a satisfactory schedule.

After almost two hours of discussion, Mr. Johnston issued a statement that said the Americans were happy to be in Brazil and that he was sure the delegation was anxious to meet the free Brazilian press. Most newsmen seemed to be convinced that the trouble had been caused by local authorities. A mass press interview of the American stars was held Tuesday night at festival headquarters.

Stresses U. S. Freedom

In all his statements here, Mr. Johnston has been stressing the freedom of the American film market for the product of all countries, as well as the absence of all Government restrictions or subsidies in the American industry. Monday night Mr.

QUIGLEY DISCUSSES NEW TECHNIQUES AT FESTIVAL

SAO PAULO, BRAZIL: Martin Quigley, Jr., editor *The Herald* and of the recently published book, "New Screen Techniques," who is here for the Brazilian International Film Festival, discussed the industry's newly developed projection and photographic processes at a conference here last week held as part of the festival. Among those attending was Abel Gance, the French film director whose feature, "Napoleon," was filmed in 1927 with three cameras and shown with three projectors.

Johnston held a reception for delegates from other participating countries and Brazilian film executives. Later the same evening there was a midnight screening of 20th Century-Fox's "The Robe." This was the first showing of the film, which is not in the festival program, in Brazil. The many foreign delegates who attended enthusiastically praised CinemaScope.

Among the festival attractions are a series on the history of Brazil, works of Eric Von Stroheim and scientific and educational pictures for children. The American feature films entered include Paramount's "Roman Holiday," Universal-International's "The Glenn Miller Story," Warner Brothers' "Hondo" in 3-D, 20th Century-Fox's "How to Marry a Millionaire" in CinemaScope, and MGM's "Julius Caesar."

Five U. S. Short Subjects

United States short subject entries include "Waterbirds," Disney-RKO; "Johann Mouse," Loew's; "Ungava," RKO-Pathé; "Bully for Bugs," Warner Brothers, and "Dancers of the Deep" in CinemaScope, 20th Century-Fox.

The festival is sponsored by the President of Brazil, Dr. Getulio Vargas, and has as its honorary presidents, Dr. Cafe Filho, vice-president of Brazil, and Dr. Lucas Nogueira Garcez, the Minister of Education and Culture and the Governor of the State of Sao Paulo. Dr. Vincente Rao, Minister of Foreign Relations, is president of the festival's executive committee.

Neil Beezley Heads Rocky Mountain Unit

Neil Beezley is the new president of the Allied Rocky Mountain Independent Theatres. Other officers elected at the Denver meeting are Fred Hall, vice-president; Gus Ibold, treasurer; and Joe Ashby, general manager. The organization's convention will be held May 3.

Technicolor Net Profit \$2,371,735

Technicolor's net sales and net earnings in 1953 set new records despite the technical transitions, fewer feature length pictures and fewer release prints per picture, Dr. Herbert T. Kalmus, president, announced in New York last week in his annual report to stockholders.

Mr. Kalmus said that the net profit for 1953 was \$2,371,735, compared to net earnings in 1952 of \$2,069,206. Technicolor's net sales in 1952 totalled \$37,701,770, against \$33,020,559 the previous year, while the profit before taxes last year was \$7,425,569, compared to \$6,340,288 in 1952. Earnings per share of capital stock, after giving effect to the two-for-one split on May 19, 1953, were \$1.23. In 1952, they were \$1.09½. Dividends per share in 1953 amounted to \$1.10 for a total of \$2,113,439, against \$1 and a total of \$1,872,816 in dividends the previous year.

The report states there were 106 features produced in 1953 in color by Technicolor, or with Technicolor prints, as compared with the previous high mark of 97 in 1952. Pointing out that the Technicolor companies again closed the year "in a very strong liquid position," the report explained that the industry changes in 1953 were responsible for an adverse effect on the volume and profit during the last quarter of the year.

It was also stated that 99 features in color by Technicolor with prints by Technicolor were in work, in preparation or under contract for production this year.

Kansas-Missouri Group Holds Drive-in Meet March 9-10

The spring drive-in conference sponsored by the Kansas-Missouri Theatres Association will be held March 9-10 at the Continental Hotel, Kansas City. Handling arrangements are Stanley Durwood and John Bashen. To be discussed are promotion of pictures and theatres, details of theatre operation, concession operations and the gauging of the relative drawing power at drive-ins of different types of pictures on different days of the week.

Shapiro President of Des Moines Variety

DES MOINES: Byron Shapiro, branch manager of Columbia Pictures, has been elected chief barker of Variety Club, Tent No. 15, Des Moines, Iowa, for 1954. Other officers are Don Conley, assistant chief barker; Bill Feld, second assistant chief barker; Leon Mendelson, dough guy and Don West, property master. Crew members are Mr. Conley, Rudy Faulds, Mr. Feld, Dave Gold, Charles Iles, Mr. Mendelson, Bob Sandler, Stan Soderberg, Ed Utay, Larry Wegener and Don West.

"FAME" EVALUATES PRODUCT, PEOPLE, HONORS SKOURAS

THE FIRST "Fame" Award of Achievement has been given to Spyros Skouras, president of Twentieth Century-Fox, for his introduction of CinemaScope. The Award is announced this week in the 1954 edition of "Fame," just published.

A bronze plaque signifying the Award to Mr. Skouras is inscribed "... in recognition of his notable contribution to the art and industry of motion pictures by the development and introduction of CinemaScope and for the widening of mankind's horizons of knowledge, inspiration and entertainment realized by this new technique."

The plaque will be presented to Mr. Skouras at ceremonies now being planned.

The 1954 edition of "Fame," the 22nd in the history of the annual publication, is a 216-page book built around the annual audit of the box office worth of motion picture, television and radio stars, producers, directors and product. It is edited by James D. Ivers.

The book features the results of The HERALD "Fame" poll of exhibitors to determine the Ten Best Money Making Stars of the year and the "Motion Picture Daily"—"Fame" poll of newspaper critics to determine the best television and radio stars and shows in each of more than 25 different categories.

On the motion picture side the annual also lists the Box Office Champion pictures of the year with their complete casts and credits and the selections of the Annual Champion pictures.

Producers, Directors and Writers Are Listed

In addition to these the producers, directors and writers of the Champion pictures are rated for the year and in an all-time compilation of their credits, a feature eagerly awaited every year in Hollywood.

The British section of the book lists the Money-Making Stars of Britain, both all-British and international, and carries a survey of the British scene by Peter Burnup, London editor of Quigley Publications.

A special feature, inaugurated last year under the title "Looking Forward," lists two dozen pictures now in work or projected for 1954 which in the opinion of the editors have that special ingredient which makes them candidates for tomorrow's fame.

In the greatly expanded television and radio section, which carries its own cover, the winners in the polls are pictured and listed, there are special stories by Pinky Herman, television columnist for "Motion Picture Daily," and a special page of comments by the TV and radio critics of newspapers who voted in the polls.



SPYROS SKOURAS, president of Twentieth Century-Fox, and the plaque signifying his selection for the Fame Award of the Year in recognition of his development and introduction of CinemaScope.



Pimstein Sues List on RKO Stock Purchase

Harry Pimstein, former RKO attorney, has filed a suit for \$225,637 plus interest against Albert List, board chairman of RKO Theatres, for alleged services performed in enabling the latter to acquire working control of the circuit. The complaint states that in November, 1953, Mr. List asked Mr. Pimstein to collect data in regard to assets and the condition of both RKO Pictures and RKO Theatres with a view toward acquiring control of one or the other. It is claimed that Mr. List agreed to pay Mr. Pimstein five per cent of the purchase price of the shares purchased directly or indirectly by the defendant, other than in the open market, through the efforts of the plaintiff.

Majors Ask Rehearing of the Adelman Case in Appeals Court

The I. B. Adelman anti-trust suit against the major distributors is continuing. The distributors last week petitioned the U. S. Circuit Court of Appeals, New Orleans, for a rehearing. That court previously had reversed a Federal District Court's dismissal of the case. Mr. Adelman operates the Delman, Dallas, and the Delman, Houston. He also had sued the Texas Interstate and Texas Consolidated circuits, but the Circuit Court upheld the District Court's dismissal of them as defendants. In addition to the joint move for rehearing, Loew's and RKO filed dismissal motions, contending Mr. Adelman had acknowledged they granted his bid for first run competitively with other theatres.

Disney Has \$22,000,000 In Product

Walt Disney Productions has an investment of \$22,000,000 in product at present, films currently in production or preparation, it was announced in New York this week by Leo F. Samuels, world-wide sales supervisor, after studio conferences.

Mr. Samuels, underlining Mr. Disney's enthusiastic support of CinemaScope, said that all current feature length Disney productions, both live-action and cartoon, will be made in CinemaScope with stereophonic sound. The productions now underway, or planned, include "20,000 Leagues Under the Sea," "The Lady and the Tramp," "Sleeping Beauty," an untitled cartoon feature, in addition to short subjects and the "True-Life Adventures" and "People and Places" series.

Slated to follow "The Living Desert" in the 60 to 70-minute "True-Life Adventure" format are "The Vanishing Prairie," "King of the Beasts," "The Elephant Story" and "The Northern Tundra."

Mr. Samuels said the product line-up represents the greatest output, both in volume and variety, in the history of the Disney

Mary Pickford Writes

Mary Pickford is writing the story of her life for "McCall's Magazine." The first instalment is in the March issue, distributed February 19. The title is, "My Whole Life".

LABOR UNREST HURTS BRITISH

Production Is Affected by Laboratory Workers' Employment Demands

by PETER BURNUP

LONDON: Uneasy labour relations continue to plague the production side of the industry here.

As previously reported, left-wing Association of Cine and Allied Technicians lately demanded a 30 shillings per week increase for adult laboratory workers and a 40-hour week, together with other concessions. The Film Laboratory Association rejected the demand, claiming the workers were already paid higher rates than those obtaining in any other craft industry. The lab group said moreover that the demands were impossible in view of the heavy capital expenditure with which the laboratories were faced in keeping abreast of new techniques.

Declined Arbitration Bid

FLA offered to submit the claims to arbitration. The union declined the offer and forthwith imposed a ban on overtime and a "work to rule" practice.

Added acerbity developed when Technicolor put into operation a system of three shifts per day instead of the previous two. The company claimed this had been agreed before the onset of the dispute. The union alleged, however, that the new system was a tactical maneuver designed to get round the overtime ban. At the order of the union, 29 Technicolor negative developers went on strike and the laboratory then issued dismissal notices to 130 more workers.

Studio production was affected immediately by the lack of colour rushes. A number of producers decided to close down studios pending the settlement of the dispute. Early this week, however, the laboratory and union negotiators arrived at a formula whereby the 29 developers return to work and the dispute referred to a joint conciliation committee consisting of equal numbers of representatives of the laboratory and the union and presided over by a chairman appointed by the Ministry of Labour.

Original Dispute Continues

Meanwhile, the original dispute between FLA and the union continues, with the former refusing to meet ACT. The overtime ban goes on.

MGM Elstree Studios have closed down, although not by reason of the laboratory dispute. Two productions—the Greer Garson "The Case of the Journeying Boy" and "Highland Fling"—had been planned for the plant. Neither project will be proceeded with and it appears likely that the studio will remain dark for some months.

Dismissal notices have been handed to

more than 300 studio workers. Around 100 people are kept on consisting only of departmental heads and maintenance hands, it is understood.

After two nights of discussion early this week, during which John Davis persisted in the Rank Circuit's resistance to stereophonic sound, Spyros Skouras was reported Wednesday set to break the traditional release pattern in Britain and trade with the independents for CinemaScope releases. "The Robe" and "How to Marry a Millionaire" will play the 75 Rank theatres already equipped for stereophonic sound and thereafter will be sold on a free-for-all basis. Mr. Skouras reiterated his offer to aid in the establishment of long-term credit for independents to finance installation of the equipment and admitted that he had already had discussions in financial circles looking towards the establishment of three years' credit on an insurance basis.

Mr. Skouras said the new techniques demand a revolutionary revision of the entire British release pattern and declared that this was a challenge to the independents who can see their opportunity.

It had been reported here that Mr. Skouras would remain for the reopening of the Carlton theatre under Fox auspices March 1. He is expected to fly to New York March 2 or 3.

The Carlton, in process now of equipment with full CinemaScope, will open with "Beneath the 12-Mile Reef" accompanied by "Vesuvius Express." The programme had been pencilled in to follow "Millionaire" at Rank's Odeon. The break in the booking arrangement is accepted here as an indication of a widening rift between Mr. Skouras and his traditional circuit customers in Great Britain.

"Command" at Warner House

Warners' Leicester Square theatre is also in process of CinemaScope equipment. It will open in the new perspective at a date, still to be named, with the company's "The Command," starring Guy Madison and Warners' first in CinemaScope.

Western Electric has announced that the music recently recorded at MGM's Elstree Studios for "Knights of the Round Table" is the first film music to be recorded stereophonically in this country.

The equipment on which the recording was made, was installed at Elstree six years ago and before the theatre use of stereophony was envisaged. The equipment then intended for multi-channel recording of music, by the addition of stereophonic monitoring equipment, has been adapted for full stereophonic recording.

MGM's integrator device for the presentation of stereophonic sound, shot optically, will be used for the first time in this coun-

try when "Knights" is shown at the company's Leicester Square Empire theatres in London.

At a Savoy Hotel luncheon to film critics inaugurating MGM's Anniversary Festival, Sam Eckman, Jr., proclaimed high faith in motion pictures' future. "My belief is that the new media of presentation will bring to the industry greater prosperity than it has ever known," he declared.

"Our Festival is a sign of health. We are in a position of challenge to meet the changing times. Films just now are doing very well at the box office and I am speaking not only of top-line American product but of British pictures like 'Genevieve' and 'The Cruel Sea.'"

Mr. Eckman claimed that television had lost its initial advantage.

Cites Approaches by TV

The Metro chief referred to recent approaches from the BBC's TV Service seeking pictures from film organizations and dryly commented that it seemed to be the case of "the TV mouse coming to the lion" of motion pictures.

"The industry is always going through transitions," said Mr. Eckman, "and flourishing on them. Today we are witnessing the biggest change of them all—that in the size both of the entertainment and of the screen itself."

He gave his critics-audience his slogan for the future: "Greater Scope in CinemaScope."

Beverley Baxter, the Member of Parliament lately appointed film critic to Beaverbrook's "Evening Standard," replied for the guests.

He declared that as a new comer he had been astonished at the virility and intelligence of films. "I find them extraordinarily alive," he said, "and marvel at the manner in which producers are able to serve a mass audience without descending to a level of dullness."

George Minter Announces Six New British Films

Six major British productions for the coming 12 months were announced in New York this week by Renown Pictures, distributor of pictures under that label made by George Minter Productions. They will cost more than \$2,800,000. One will be in CinemaScope, and four will be for the wide screen. The CinemaScope picture will be "The Foolish Lover". Other pictures are "The Glorious Glosters", "Dance, Little Lady", "Triby and Svengali", "Our Girl Friday" and "Grand National Night".

Kupper Leaving 20th-Fox

LONDON: William Kupper, managing director for 20th-Fox in Great Britain, will leave that post at the end of March, it was announced here Wednesday. J. F. Pattinson, director of British sales for 20th-Fox, will conduct the British operations under the supervision of Albert Cornfield, managing director for Continental Europe, whose headquarters are in Paris.

Seek Quick Trial of RKO Stock Suit

WILMINGTON, DEL.: RKO Pictures Corporation last week moved for an immediate trial of the Schiff-Sacks minority stockholders suit, pointing out that the case should be decided in order "to avoid any possible question as to the propriety" of the corporation's action on the Howard Hughes offer to buy the company's assets for \$6 a share.

The move was made in the Court of Chancery here in the form of a motion to split into two the suit brought by stockholders Louis Schiff and Jacob Sacks, one part dealing with the defendants' allegations against the corporation and the other dealing with the charges against directors as individuals. In making the motion, RKO attorneys pointed out that the suit split in such a fashion would facilitate bringing the case to trial. It was further argued by RKO that none of the individual directors named in the action were residents of Delaware and therefore it would be difficult to bring them under Delaware's jurisdiction.

RKO stockholders are scheduled to convene in Dover, Delaware, March 18 to vote acceptance or rejection of the Hughes stock offer.

The RKO quick maneuver for a trial came on the heels of another move by Mr. Schiff and Mr. Sacks, each of whom owns 100 shares in the company, to block consummation of the Hughes deal by action in New York Supreme Court. This action also seeks to enjoin the sale of the stock to Mr. Hughes.

Baltimore Variety Names Skouras "Man of the Year"

Spyros P. Skouras, president of Twentieth Century-Fox, has been named Industry Man of the Year by the Baltimore Variety Club and will be honored by it at a testimonial dinner the evening of March 31st at the Emerson Hotel there. The award is for Mr. Skouras' "courageous and vital role in the pioneering and development of CinemaScope, the projection medium which has launched a great new era in entertainment." Proceeds of the dinner will go to the club's Heart Fund drive.

20th-Fox Sues Brando For \$2,000,000

Marlon Brando, actor, is being sued by Twentieth Century-Fox for \$2,000,000 in damages. The company alleges he agreed under a contract signed April 12, 1951, to serve it exclusively; that he failed; and that he refuses to comply with the contract provisions. The company also asks an injunction to prevent Mr. Brando from working for any other studio during the term of the contract.

South Carolina Senate Votes License Fee Cut

At Columbia, S. C., February 19, the State Senate rammed through a bill to cut film theatre seat taxes by \$198,000 despite the vain pleas of Senator George Grantham, Pickens, that the state couldn't stand the loss of revenue. The vote was 31 to 5. Senators Lewis Wallace of York and James E. Lepard, Jr., of Chesterfield, were authors of the bill which lowered the annual license fee. A similar bill was passed last year, but was vetoed by Governor James F. Byrnes.

TOA Bulletin Endorses 1954 "Crusade for Freedom"

Theatre Owners of America this week sent out a bulletin to all members heartily endorsing the 1954 Crusade for Freedom, pledging its assistance "in the furthering of the objectives of Radio Free Europe," and recommending that TOA members "make their lobbies and facilities available for the advancement of the Crusade." The film industry drive for the Crusade takes place during the week of March 15-21 when a trailer starring Bing Crosby as narrator will be available to theatres. The trailer and necessary lobby displays, etc., are provided by National Screen Service.

Reade Buys New Drive-in Theatre at Trenton

Walter Reade Theatres has purchased the 900-car Drive-in theatre, on Route 130, New Jersey, from the Morris Ellis interests and W. Brock Whitlock. The acquisition gives Reade Theatres two in the area, the other being the 900-car Lawrence Drive-in theatre, just north of the city. The theatre just bought opened late last Fall. It has a giant screen, modern equipment, and land for expansion. It will have in-car heaters, and along with the Lawrence theatre will be operated 12 months yearly. Its concessions will be operated directly by Reade.

Technicolor Lays Off 330 Employees on March 1

HOLLYWOOD: A total of 330 employees out of 2,300 will be laid off at the Technicolor plant, effective March 1, the company has announced here. The management said that the personnel affected were the first employed during the past 18 months and the dismissal was reluctantly decided in consequence of reduction in production, principally of release prints, due largely to new processes and dimensions.

No More Film Shipments To Chile, MPEA Decides

There will be no more shipments of film to Chile for a while, the directors of the Motion Picture Export Association decided in New York session last week. Their action came after a report the Chilean government doubled the exchange rate for American companies. This reduces the estimated \$1,000,000 remittances by half.

Revive Talks To Get Seal For "Line"

HOLLYWOOD: Negotiations have resumed between RKO Pictures officials and the Production Code Administration with a view to obtaining a Code seal for Howard Hughes' "The French Line" after revisions have been made, it was learned last week.

This is the third attempt by the company to obtain P.C.A. approval for the picture. It was submitted and denied a seal prior to its public exhibition last December. Following its opening in St. Louis without a seal, and condemnation by the National Legion of Decency, RKO officials reopened negotiations with the P.C.A. agreeing at the outset to eliminate the objectionable dance scene at the end of the film.

Big Circuits Steer Clear

The RKO offer was pronounced inadequate by the P.C.A. which proceeded to enumerate numerous cuts both in film and sound track which it considered necessary in order to qualify for a Code seal. The producer terminated negotiations and prepared to release the film without a seal wherever it could obtain playdates. With responsible major circuits steering clear of it, there have not been too many of the latter. Moreover, not one of the seven state censor boards has approved the picture for exhibition, and several large city censor boards have turned it down.

In Chicago, the February 19 issue of "The New World," official Catholic paper of the Archdiocese of Chicago, carries a front page editorial condemning the picture, under the title "All Decent Chicagoland, Now Is the Time to Act." Calling the picture "trite, corny and dumb," the editorial goes on to say that "it is spiced up with sex because the dialogue drags, the plot is outworn, and the so-called star has nothing, but nothing, except the body God gave her, and this she exploits to the delectation of degenerates." The editorial concludes by urging readers to "enlist the aid of every decent citizen in our community to refrain from seeing this picture."

Condemned in Buffalo

In Buffalo the Rev. Joseph A. Burke, Bishop of the Buffalo Diocese declared that if the Code is rendered inoperative "we can be sure that our motion picture theatres, and probably later also television, will be flooded with a deluge of indecency, immorality and smut." In a pastoral letter read at all masses Sunday Bishop Burke said the latest attack on the Code comes in the form of the picture, "The French Line."

In Columbus, Ohio, Jane Russell's song and dance scene was ordered deleted from the picture by the Ohio censor board. Dr. Clyde Hissong, chief state censor, said the routine is "unsuitable for general exhibition."

**The
BOLD
Adventure
That
BEATS
Them
All!**

Europe, the Mediterranean, Africa . . . this was their road to adventure and a fabulous fortune... a dangerous band of desperate men goaded on by two beautiful women . . . all of them out to beat the devil at his own game!

THE FILM IN **LOOK**

March 9 issue
Feb. 23 on the stands



SANTANA PICTURES presents

HUMPHREY BOGART · JENNIFER JONES · GINA LOLLOBRIGIDA



JOHN HUSTON'S PRODUCTION OF

BEAT THE DEVIL

CO-STARRING
ROBERT MORLEY WITH **PETER LORRE**
EDWARD UNDERDOWN

screenplay by
JOHN HUSTON
TRUMAN CAPOTE
from the novel "Beat the Devil"
by JAMES HELYCK

DIRECTED BY
JOHN HUSTON

2
SANTANA-ROMULUS
PRODUCTION
released thru
UNITED ARTISTS

Hollywood Scene

by WILLIAM R. WEAVER
Hollywood Editor

The candor that has been a prime asset of William H. Pine and William C. Thomas throughout the first 14 years of their co-producership is unchanged by the making of 72 feature pictures that have run up a distribution gross of some \$100,000,000 so far, without counting residuals. These extremely show-wise gentlemen were completely candid about the lightly-budgeted little melodrama they started making for Paramount distribution back in easy-going 1940, and on their regularly repeated tourings of the country in behalf of their offerings their frankness in describing them, linked with their equally outspoken counsel on how they should be exploited, created for them a kind and degree of exhibitor confidence that hasn't been matched since the late Carl Laemmle retired from the road with every living exhibitor his friend.

Were Candid When They Shifted to Technicolor

They were quite as candid about their policy and their plans when, in 1950, they lifted their budgetary ceiling to allow for an all-Technicolor program rounded out with name-players, and their exhibitor-intimates took that upward step with them unquestioningly. Now they're asking them to take another.

The next step upward from the Pine-Thomas level of the 1950-1954 period is, they say with their usual forthrightness, *all the way up!* They break this down to mean, specifically, that they are tapping their hard-won treasury for as much as it takes to buy the best stories, hire the best talent, on-screen and off-screen, in order to come out with pictures second to none and first to as many as they can manage.

They initiated this new policy as long ago as last July, they confess, but refrained from mentioning it until they'd had time to feel their way around in the sterner competitive field it let them into. Now that they've done that, they find the climate mighty agreeable, they say, although it may never have quite the personal thrill there was in whipping out a five-day melodrama that would return its cost ten-fold in less time than it takes to shove a color job through the laboratory.

Still Plenty of Gold Left in Short-Budget Hills

They say, as do a few others these days, that there's plenty of gold still to be mined in those short-budget hills, but they believe their own future lies in the production of tip-top product, for exhibition on the biggest, brightest screen Paramount will sanction.

The co-producers have been extremely busy in the seven months they've allowed to pass without declaring themselves. For one thing, they've been answering inquiries from exhibitor friends who've been wanting to know why they've not been riding to their relief in the face of the pressing product shortage. For the other, which is the answer to the inquirers, they've been getting their first three top-bracket pictures—that's right, the first *three*—ready to roll. The first is scheduled to go in June.

The June production project probably will be "Run for Cover," directed by William Dieterle, an original story by Harriet Frank, Jr., and Irving Ravetch, with script by Winston Miller. This will be headlined by a top-ranking male star whose name is to be divulged at a later date.

The Lewis and Clark Expedition will furnish the background for "Far Horizons," based on the novel, "Sacajawea of the Shoshones," by Della Hould Emmons, with Miller doing the script and which will require three top-drawer stars for principal roles.

A top feminine star will be announced for "Lucy Gallant," a "Good Housekeeping" serial by Margaret Cousins for which John Lee Mahin is writing the script.

All Pine-Thomas productions are to be in color by Technicolor, as has become a tradition of the organization, and they'll be filmed for the widest screen and the most effective sound system to come out of the present experimentation, tests and trials. The co-producers feel pretty sure that these matters will have been stabilized by the day next June when they launch their first production.

FOUR PICTURES were started last week, largest number in quite a spell, and only two others were completed, the week ending with, therefore, its first over-all gain in two or three months. That is to say, more specifically, the week ended with 17 features under the shooting lens, instead of only 15, as the week before.

Paramount accounted for two of the new undertakings.

Bing Crosby is the particular star of "The Country Girl," which has William Perlberg down as producer and George Seaton as director, and which is from the stage success of the same name by Clifford Odets. William Holden, Grace Kelly, Anthony Ross and Gene Reynolds are other principals.

Hal B. Wallis is producer of "The Big Top," which he's shooting in Phoenix at the moment, and its high-ranking co-stars are Dean Martin and Jerry Lewis. Joanne Dru, Zsa Zsa Gabor, Wallace Ford and Gene Sheldon are others in the cast. Joseph Pev-

THIS WEEK IN PRODUCTION:

STARTED (4)

ALLIED ARTISTS
Two Guns and a Badge

COLUMBIA
Those Reported Missing

COMPLETED (2)

PARAMOUNT
Bridges at Toko-Ri
(Eastman Color)

SHOOTING (13)

Three for the Show
(formerly "Pleasure's All Mine")

MGM
Brigadoon
(CinemaScope;
Anso Color)

RKO
Big Rainbow
(Technicolor)
20,000 Leagues Under
the Sea (Disney;
CinemaScope;
Technicolor)

20TH-FOX
Matter of Life and
Death
(Panoramic Prod.)

PARAMOUNT
Big Top (Wallis;
Technicolor)
Country Girl

WARNER
Lucky Me
(CinemaScope;
WarnerColor)

U.A.
Sitting Bull (Frank;
CinemaScope; Color)
White Orchid
(Cosmos;
Eastman Color)
Barefoot Contessa
(Figaro, Inc.;
Technicolor)

U-I
This Island Earth
(Technicolor)
Bengal Rifles
(Technicolor)
Matchmakers

WARNER
Battle Cry
(CinemaScope;
WarnerColor)
Talisman
(CinemaScope;
WarnerColor)

ney is directing. It's being shot for big screen uses, and in color by Technicolor, although it'll be practical for standard 1.33-1 exhibition also.

"Two Guns and a Badge" is an Allied Artists picture produced by Vincent M. Fennelly and directed by Lewis D. Collins. It has Wayne Morris, Beverly Garland, Morris Ankrum, Damon O'Flynn and John Pickard.

Bryan Foy is producing "Those Reported Missing" for Columbia release, with Lewis Seiler directing a cast headed by Robert Francis, Dianne Foster and Eddie Hyman.

Bosustow Is Reelected President of UPA

HOLLYWOOD: Stephen Bosustow has been reelected president and chairman of the board of United Productions of America for his ninth term. Also renamed by the board were Robert Cannon, vice-president; Charles Daggett, vice-president in charge of public relations; T. Edward Hambleton, treasurer; Melvin Getzler, assistant treasurer, and M. Davis, secretary. Don McCormick, now manager of the company's New York studio, was elected vice-president of UPA-New York. New board members seated at the meeting included George Bagnall, Ernest Scanlon, Richard Hungate and Peter Burness.

Protest on "Acquittal" By Senate

The intention of the monopoly sub-committee of the Senate Small Business Committee to drop its interest in motion picture industry practices has brought strong protests from the board of directors of the Southern California Theatre Owners Association.

Following a meeting of the board last week in Los Angeles, Harry C. Arthur, Jr., chairman, dispatched telegrams to all members of the Senate Committee expressing the California association's opinion that the sub-committee's action "will be a great error and injustice on the part of the sub-committee and definitely injurious to both the public and the small, independent exhibitor."

Mr. Arthur's wire charged distributor companies with "deliberately ignoring" the suggestion of the Committee that the industry create arbitration boards, stating that "the position of the Justice Department seems to be that distributors are operating within the framework of the present laws, to which we vehemently disagree."

To each of the Committee members were sent copies of a nine-page brief on the recent Justice Department's ruling, prepared by the Association's Washington counsel, Russell Hardy. Mr. Hardy's brief comments that "the conclusions (of the Justice Department in its ruling) are palpably wrong, on familiar and elementary principles."

20th-Fox Lines Up Five Color Labs for CinemaScope Prints

Twentieth-Fox announced this week that it has "mobilized" five film laboratories to manufacture CinemaScope prints to meet exhibitor demands for both features and short subjects. Enlisted in the drive are Technicolor in Hollywood, De Luxe Laboratories in New York and Hollywood, Color Film Corporation and Consolidated Film Laboratories. De Luxe Laboratories in Hollywood and Consolidated Laboratories in New York also will work on short subjects prints.

Allied Artists Sets Six To Exploit "Cell Block"

John C. Flinn, Allied Artists director of advertising and publicity, has set six exploiters to handle the campaign in as many regions for the Walter Wanger production, "Riot in Cell Block 11". The six and their areas are: Jack Leewood, Texas; Blake McVeigh, Philadelphia, Pittsburgh, Cleveland, Washington and Baltimore; Harry Hollander, Chicago, St. Louis and Kansas City; George Bannon, southern states; Michael Zala, New England; James Schiller, San Francisco, Portland and Seattle.

MOURNS A THEATRE FRIEND, MURDERED BY TAXATION

While selling tickets one recent rather slow night, Charlie Jones, owner of the Dawn in Elma, Iowa, had a few sad thoughts about the closing of a theatre in a neighboring town. In a letter to The Herald he said, "They might have some value during the next few weeks with the tax drive gaining momentum again." Here they are:

They buried my old friend today.

I hadn't known him too long, but during those short years I learned a lot about him and a lot from him. He was part of that thoroughbred stock formerly found in every town and hamlet, making its indelible mark on the culture of its community.

It wasn't a very big funeral. Though, through his life he had probably spread more joy and happiness, lent more sympathy, brought more understanding, delivered more messages, carried more relief and hope, caused more enlightenment and promoted greater pride in country than anyone or anything ever to live in his community, not many showed up for last rites. Now he is dead.

People used to come to him with their wants, joys and sorrows. They came rubbing elbows with neighbors whether from

uptown or across the tracks, and the great tradition of democracy was nurtured. They left empty handed, but their hearts were filled with renewed faith in life, beauty and happiness. He counselled all. Now he is dead.

As evil days approached and my friend was set upon by a younger adversary he suffered setbacks and was forsaken by some short memoried friends. But he was strong, vigorous and full of youthful vitality. He could fight off this plague. An immunity would develop and the adversary would in time become an ally. But now he is dead.

My friend did not die a natural death; nor did he succumb to disease.

He was murdered!

The power to tax can be the power to destroy!

Loew's 1953 "Hall of Fame" Candidates Announced

The second annual "MGM Hall of Fame" awards of Loew's International went to Stewart Granger, star of the year; Abraham Gotfried (MGM manager in Thailand), distributor of the year; and Gustave Zelnick (manager of the Metro Theatre, Cairo), exhibitor of the year. The honors for 1953 were announced by Morton A. Spring, first vice-president of Loew's International. Photographs of the three award-winners were unveiled in the permanent MGM Hall of Fame in the New York Loew's International home office.

Aides of 20 Nations at U-I Sales Meet March 15

Universal-International Films branch managers representing 20 countries in Latin America will meet with home office executives headed by Milton Rackmil, Universal president, and Alfred E. Daff, Universal-International Films president, and Americo Aboaf, foreign general manager, at the U-I Latin America sales conference which opens in Buenos Aires March 15. The delegation will preview a number of leading U-I and J. Arthur Rank pictures which have been set for release in Latin America next season.

"Seekers" Eastman Color

An advertisement for the J. Arthur Rank Organization appearing on page 139 of the 1954 edition of "Fame" lists a forthcoming picture, "The Seekers", in color by Technicolor. The credit should have read color by Eastman Color.

Bell & Howell Buys DeVry

The Bell & Howell Company, old and substantial motion picture equipment manufacturing company, will buy the DeVry Corporation, of Chicago, April 15. The latter also is one of the better known equipment makers.

The announcement did not disclose purchase price. It said a "substantial portion" of DeVry assets, including tools, inventories, patents, and government contracts, are in the purchase. Also, that DeVry on that day will cease manufacturing; and that, beginning May 1, Bell & Howell will make DeVry 16mm products and spare parts in its own plant, and distribute them from the Bell & Howell address at 7100 McCormick Road, Chicago.

Meanwhile, the Paromel Corporation, also of that city, has bought 35mm DeVry tools and equipment for making theatre projectors.

W. C. DeVry, president, and Edward B. DeVry, secretary-treasurer, of the DeVry Corporation, are reported planning to give their time to expansion of the DeVry Technical Institute, training school for television technicians, and also to other business interests.

Loew's Votes Dividend

The directors of Loew's, Inc., have declared a regular quarterly dividend of 20 cents a share on its outstanding common stock, payable March 31 to stockholders of record March 12.

People in The News

SOL A. SCHWARTZ, president of RKO Theatres, has accepted the post of chairman of the Motion Picture Division of the 1954 development fund drive of the New York Arthritis and Rheumatism Foundation.

EVERETT C. CALLOW has been appointed Cinerama's director of advertising and publicity, succeeding **JOHN JOSEPH**, who has joined the Hilton Hotel organization.

KERMIT C. STENGEL, newly elected president of Crescent Amusement Company, was honored at a dinner in Nashville by Crescent officials, employees and theatre managers from the Nashville area.

BERNARD L. GREEN, Trenton, N. J., attorney, has been appointed general counsel for the Walter Reade Theatres.

EDOUARD P. GENOCK, former Telenews editor-in-chief, has been appointed head of television production of Eastman Kodak Co.

RAY TASH, Canadian veteran in motion picture production, has been appointed assistant manager, Ontario division, of Associated Screen News, Limited.

JOE DAVID, formerly with Consolidated, Precision and Mecca laboratories, has been appointed director of production and quality control of Circle Film Laboratories.

Yates Sees Films Strong

Prior to his departure for Europe last week, **Herbert J. Yates**, president of Republic Pictures, said in New York that for the first time in Republic's history, the company has nine pictures completed and ready for release not only in the United States and Britain, but all over the world.

The productions, he said, represent an investment of over \$15,000,000. Included in the group are "Jubilee Trail," "Johnny Guitar," with Joan Crawford starring; "Make Haste to Live," "Laughing Anne," "Trouble in The Glen," "The Outcast" and "The Shanghai Story."

Mr. Yates attributed the recent upsurge in theatre business everywhere to the fact that pictures were better in quality and box office desirability for the public. "When there is an abundance of big pictures on the market, the box office soars," he said. He plans to be gone about six weeks, during which time he will make a survey of conditions in Great Britain, France, Italy and Germany, both as to the release of Republic's American-made product and the possibilities of producing several pictures abroad.

Arias Forms Company With Abrams and Beck

Formation of a new distributing company to handle both American and foreign films has been announced with the incorporation of **Arias Quality Pictures, Inc.**, New York.

With **Henry R. Arias** as president, in association with **Leo Abrams**, sales executive, as vice-president, and **Myer P. Beck**, independent advertising and publicity representative, as the other officers, **Arias Quality Pictures** has already lined up product for distribution in the United States.

Mr. Arias, for many years a leading figure

in film export and import, with distribution activities throughout the world, will maintain his own foreign distribution organization as a separate entity. All domestic distribution will be handled through the new organization under the supervision of Mr. Arias, Mr. Abrams and Mr. Beck.

Neil Agnew Will Supervise Defense Department Films

Neil Agnew, industry executive of long experience and renown, last week accepted chairmanship of a Washington coordinating committee which will coordinate and streamline motion picture activities of the Department of Defense. He will work in conjunction with the Motion Picture Association of America, whose assistance was sought by the Government. Mr. Agnew was recommended by **Eric A. Johnston**, MPAA president. He most recently has been assistant to **H. J. Yates**, president of Republic. Previously, he was with Vanguard, Selznick, Motion Picture Sales Corp. and Paramount, for which he was general sales manager.

Mandel Heads Press Relations For COMPO; Succeeds Bergm

Harry Mandel, national director of advertising and publicity for RKO Theatres, has been elected chairman of the press relations committee of the Council of Motion Picture Organizations. He succeeds **Maurice Bergman**, of Universal. **Harry Goldberg**, of Stanley Warner Theatres, succeeds Mr. Mandel as a vice-chairman of the committee.

Prenosil Joins COMPO

Stanley W. Prenosil, newspaper man, has been named New York press contact in the new COMPO press relations set up, it is announced by **Robert W. Coyne**, COMPO special counsel. He will begin his duties immediately. . . . Prenosil has a background of 16 years in the newspaper business, most of it with the Associated Press.

Edwin Aaron Dies at 59

Edwin W. Aaron, western sales manager of 20th Century-Fox, died suddenly, Saturday, February 20, at his home in New York City. He was 59 years old.



Edwin W. Aaron

A veteran of many years in the film industry, he had served in important sales posts for 25 years with MGM before joining 20th Century-Fox. He started in the industry as a cashier with the E. M. Saunders exchange in New York, and was an accountant when the

company was taken over by MGM. He advanced progressively with MGM and in 1945 became assistant general sales manager. He joined 20th-Fox in 1948 and in 1952 was appointed assistant general sales manager.

Surviving are his wife, **Dorothy Aaron**, and a daughter, **Mrs. Herbert Nusbaum**. Services were held in New York Tuesday at the Riverside Memorial Chapel.

William C. Goodwin

William C. Goodwin, 51, Altec sound engineer for the past 25 years, died February 14 in Osteopathic Hospital, Philadelphia, following surgery. He was a member of Local 307, IATSE, and long active in the local Variety Club. His wife and four children survive.

Michael Steifel

Michael Steifel, 85, retired motion picture pioneer, died February 17 in Atlantic City, N. J. He operated an independent circuit of theatres in the Philadelphia and Southern New Jersey area after the Steifel theatre family sold their Stanley Company of America circuit to Warner Brothers. Two daughters survive.

Library of Congress Has Edison Film Exhibit

The public which visits Washington and sees its public monuments and agencies is being given a short course on the history of the motion picture industry, through an exhibit at the Library of Congress arranged in celebration of the 107th anniversary of the birth of **Thomas A. Edison**. On display till May 15 are such memorabilia as the first combination camera projector using a continuous flexible film, and said to have been constructed in 1888; and a small-scale reproduction of the "Black Maria," Edison's tarpaper covered early "studio." Being shown is the renowned early movie made there, "The Fred Ott Sneeze," two and one-half seconds long. There also are illustrations from many other early movies.

MY DADDY SAYS
HIS THEATRE BUSINESS IS
SKY HIGH TOO —
THANKS TO PARAMOUNT
WHERE THERE'RE PLENTY
OF BIG PICTURES
FOR **ALL**
THEATRES !!!



Yes, big pictures like:

THE NAKED JUNGLE ...

... MONEY FROM HOME

... FOREVER FEMALE ... RED GARTERS ...

... JIVARO ... and for Easter CASANOVA'S BIG NIGHT



The National Spotlight

ALBANY

Preparations for reopenings of northern New York drive-ins went ahead as communities in that region were snow-locked. Film Row heard that Jerry Dupont, for instance, planned to light up Malone drive-in the first week of April. At the same time, Ogdensburgh had 24 inches of snow, and Massena experienced a 20-inch fall in one day. The rigorous winter chilled grosses in parts of the North Country. . . . Bob Johnson, Smalley Theatres chief booker, characterized business as "very spotty." The circuit ran into rough weather on six of the seven days it played "The Robe," first CinemaScope presentation, in Cooperstown.

ATLANTA

Contracts have been signed for a new 17x36 screen, special lenses and stereophonic sound for the Sunrise theatre, Ft. Pierce, Fla. . . . The Ritz theatre, Bartow, Fla., has been equipped with new seats, announces manager Carlton Bowden. . . . Jimmie Wilson, sales representative, Manley Popcorn Co., Memphis, Tenn., was on the row with friends. . . . The Hinson theatre, Sneeds, Fla., was destroyed by fire. Only the outside walls were left standing. . . . On the row booking were: William Green, Decatur, Ga.; Paul Engler, Birmingham, Ala.; Otis Hudgins, Starlite, Thomaston, Ga., and Newman Croker, Alps Road drive-in, Athens, Ga. . . . Ygnacio Carbonell, owner of the Strand theatre, Key West, Fla., said that he was spending more than \$15,000 on the theatre. . . . Martin Theatres of Columbus, Ga., has announced the following changes: James R. McGriff, manager of the Martin Theatre, Talladega, Ala., transferred to the Isle-of-View drive-in, Panama City, Fla. George Slaughter goes to the Martin, at Talladega, Ala., from Opelia, Ala. Julian Studsill, manager of the Fendley drive-in, Andalusia, Ala., becomes city manager at Brewton, Ala., and Max Fletcher is new manager at Andalusia.

BOSTON

Within the next few weeks, Embassy Pictures Corp. will move its executive offices to the second floor of 19 Winchester Street, retaining its former building at 16 Piedmont Street for headquarters for the shipping room service. . . . Art Moger, director of advertising and publicity for the eastern division of Warner's, has been appointed chairman of the motion picture division of the Massachusetts Heart Fund. . . . American Theatres Corp. recently re-organized its concession department for the circuit. Nathan Buchman is in charge of the wholesale and retail departments of all concessions. Benjamin Conviser is in charge of the warehouse, shipping and production of popcorn as well as all equipment repairs for the circuit. . . . Edward S. Segal, son of Harry Segal, U. A. branch manager, was married

Feb. 21 to Louise Koffman of Chicago. . . . Molly Daytz, office manager at Daytz Theatre Enterprises, is spending two weeks in Florida and on her return, Arlene Kisloff, booker, will take off for Florida for her annual vacation. . . . Sympathy is extended to Al Swerdlove of Lippert and Screen Guild, in the death of his brother, Morris Swerdlove.

BUFFALO

The Most Rev. Joseph A. Burke, bishop of the Buffalo Catholic Diocese urged preservation of the Motion Picture Production Code in a pastoral letter read at all Masses last Sunday (21). The bishop declared that if the code is rendered inoperative, "we can be sure that our motion picture theatres, and probably later also television, will be flooded with a deluge of indecency, immorality and smut. . . . Joseph J. Murphy, who is president of the Bath Drive-in Theatre, Inc., at Bath, N. Y., and who also operates the Avoca Hotel in Avoca, N. Y., is on his

WHEN AND WHERE

March 9-10: Annual convention, Allied Theatre Owners of Oklahoma, Biltmore Hotel, Oklahoma City.

March 9-10: Spring drive-in conference, Kansas-Missouri Theatres Association, Hotel Continental, Kansas City.

March 28-30: Annual convention, Allied Theatre Owners of Gulf States, Edgewater Gulf Hotel, Edgewater Park, Miss.

April 6-8: Annual convention, Allied Independent Theatre Owners of Wisconsin, Hotel Shroeder, Milwaukee.

April 19-21: Spring convention, Allied Theatres of Michigan, Hotel Statler, Detroit.

May 2-7: Semi-annual convention, Society of Motion Picture and Television Engineers, Statler Hotel, Washington, D. C.

May 4-5: Annual convention, Allied Theatre Owners of Iowa, Nebraska and Mid-Central, Fontanelle Hotel, Omaha.

May 4-5: Annual convention, Independent Theatre Owners of Arkansas, Marion Hotel, Little Rock, Arkansas.

May 10-11: Annual convention, North-Central Allied Independent Theatres Owners, Nicollet Hotel, Minneapolis.

June 15-16: Annual spring meeting, Allied Theatre Owners of Indiana, South Shore Hotel, Lake Wawasee, Ind.

way via motor for a vacation in Florida. . . . Lou Beyer, buyer for the Hollywood theatre in Syracuse and who recently suffered a heart attack, is back at his old stand arranging all bookings. . . . Business was good in five Rochester community theatres which presented "The Robe," in CinemaScope the past week.

CHICAGO

Mrs. David B. Wallerstein, wife of the B. & K.-Great States general manager, was one of twenty-four persons honored by the National Conference of Christians and Jews for efforts in advancing man's understanding of man on a neighborhood level. . . . Corporal Murray Lee Rose, now serving as a project engineer at Aberdeen Proving Ground, and son of Mr. and Mrs. Jack Rose, will marry Joan Gimple of Flushing, N. Y., sometime in April. The groom's father is one of the top executives of Indiana-Illinois Theatres. . . . The Golden Reel Film Festival, to be held at the Conrad Hilton Hotel during the American Film Assembly, April 1-3, will include screenings of over 400 theatrical films produced during the past year. Sponsors, the Film Council of America, are hoping to make it an annual event. . . . Jack Kirsch, president of Allied Theatres of Illinois, recuperating from a recent illness, has returned from a visit to Florida.

CINCINNATI

The 1,500-seat Keith theatre, unit of the local S. and S. circuit, of which Rube Shor is the head, is demonstrating the popularity of CinemaScope here with "King of the Khyber Rifles," now in its third week. Returns are well in the upper brackets. The RKO Albee, with more than twice the seating capacity, also is garnering big returns with the CinemaScope showings. . . . Many of the close-in suburban communities, following the lead of Cincinnati, are inaugurating a one per cent income and business tax, which will work an extra hardship on exhibitors, who already are heavily burdened. . . . Joseph F. Goetz, formerly assistant division manager for RKO here, but now chief of the armed forces professional entertainment bureau, Washington, D. C., came here recently on a surprise visit to present a Department of Defense Certificate of Esteem to Jackie Bright for his entertainment work in behalf of the armed forces in Europe in 1951.

CLEVELAND

Justin Knopp, Royal theatre, Oak Harbor, and Mrs. Loren Soletzer, Falls theatre, Chagrin Falls, were winners in the first week of the Lucky Minute Contest which originated with U.I. branch manager Carl Reardon to put over the Charles Feldman Drive. Second week winner was Marvin Harris of Toledo. . . . Leonard Mishkind and S. P. Gorrel brought to their Detroit

(Continued on page 30)

**AN AVALANCHE OF
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with **BETTA ST. JOHN** • Directed by **LOUIS KING** • Screenplay by **HORACE MCCOY, W. R. BURNETT and CHARLES BENNETT** • Produced by **IRWIN ALLEN**

(Continued from page 28)

theatre hundreds of patrons who hadn't been to a movie house in years with their novelty all-travel program which was booked for three days and held over an extra day by popular request. Program consisted of 12 James A. Fitzpatrick travelogues. . . . Justin Spigle who has been distributing exploitation pictures, has joined Republic as salesman, succeeding Tom Alley. . . . Hilbert Horwitz is appointed manager of the Halt-north theatre. . . . Marilyn Arden, of 20th-Fox, was married Feb. 14 to Leonard Ostrow. The couple will live in New York. . . . Tower theatre closes next week, eliminating one of the city's eight downtown first runs, but the Hanna, 1500-seat legit house, went to films this week with presentation of "The Man Between" on a continuous policy.

COLUMBUS

Ohio exhibitors are being invited to send their problems to Horace Adams, newly-elected president of the Independent Theatre Owners of Ohio. Mr. Adams' office is in Room 714, NBC Building, Cleveland. . . . "Julius Caesar" will open March 10 at Loew's Broad for its first local engagement. . . . The Columbus Citizen is running a contest based on selection of winners in the Academy Awards. Loew's Ohio and Loew's Broad are giving additional prizes in the contest. . . . Dave Collins, WRFD disc jockey, won the Glenn Miller Disc Jockey Record Rolling Derby promoted by Walter Kessler, manager of Loew's Ohio. . . . Construction on the new TV tower for WOSU-TV at Lane Avenue and North Star Road will begin in May. . . . Charles Sugarman has one of the biggest boxoffice hits in the history of the World theatre in "The Captain's Paradise" which just ended its fourth week with the possibility of a fifth.

DENVER

Frank H. Ricketson, Jr., president of Fox Inter-Mountain Theatres, has been re-elected a director of the Community Chests and Councils of America for a three-year term. . . . Paul Allmeyer has severed his association with Preferred Pictures and is now the sales representative for Realart in the Denver and Salt Lake City areas. . . . Ed Nesbit, owner of the Alpine, is here inventorying and closing the theatre, in preparation to getting the building ready for other businesses. Clarence Martin, who has been operating the house, has given up his lease. . . . Claude Newell, formerly head booker at Metro, is returning to the business, and in that same job. He succeeds John Roberts, who resigned to go with Wolfberg Theatres in their booking and buying department.

DES MOINES

Most Filmrowers observed both Lincoln's and Washington's birthdays with a day off on Feb. 22. Exchanges were closed and many employees made trips over the long week end, taking advantage of the unseasonably mild weather. . . . Myrna Nace is the new availability clerk at Warners. . . . Visitor to the Columbia exchange was Ben Marcus, district manager. . . . Georgianne Johnson, a native of Decorah, is on her way to a successful film career in Hollywood. . . . The annual inaugural ball of Tent 15, Variety club, was held Feb. 19 at the Standard club. Milt Feinberg was chairman of the affair, which included dinner and danc-

TILLOTSON IS PRIME CITIZEN, EXHIBITOR OF HOLTON, KAN.

Don Tillotson, who likes people, is president of the Chamber of Commerce of Holton, Kan. (pop. 3,000), and manager of



Don Tillotson

the Arcada theatre of the Commonwealth circuit. He started in show business as a kid in his home town, Creston, Iowa: shining brass on the front door of a Commonwealth theatre—for free shows. Later he became a full-time employee; and during the first part of World War II managed circuit theatres in Creston, and in Knob Noster, Mo., and Superior, Neb. After 21 months overseas in the amphibious forces, he returned to the Creston theatre. In 1946 he was transferred to his Holton post.

He slipped quickly into the life of the town. He has served on the board of directors of the Lion's Club of Holton. He has been secretary, then president, of the Junior Chamber of Commerce. He then

served on various committees of the (Senior) Chamber of Commerce, before election as its president. He has been county chairman of the March of Dimes, and is now county director of the March of Dimes. He is a member of the American Legion, the VFW and the Masons.

"Public relations" on the personal side is behind the management of the theatre. "All the young people are my personal friends," he says. "Most of them call me by my first name. If they get a little noisy, they know they put me on the spot, and they really cooperate." The young people never go beyond the "little noisy" stage. He has had no vandalism trouble.

Mr. Tillotson considers public relations even more important than promotion. But the three aspects of management—operating the physical theatre, promotion and public relations—must, he said, be interwoven, for success. Perhaps one reason for his winning of the little folks (and their parents) is that he has a couple of children himself—a boy 9 and a girl 11.

He stands by three main points in refreshment merchandising, big display, cleanliness and the personality of attendants.

ing. Chief barker of the tent is Byron Shapiro. . . . A new screen has been installed at the American in Cherokee. Among other improvements was a new proscenium arch and redecoration of the stage. "The Robe" was shown when the remodelled theatre was reopened. . . . The Winfield theatre at Winfield will reopen in March with E. J. Kramer of Burlington as manager.

DETROIT

Big attraction downtown is the curbside trailer display at the United Artists. The big house trailer is actually being lived in during the run of MGM's "The Long, Long Trailer." . . . The Birmingham, UDT suburban house, is preparing for "The Robe" presentation. . . . Mac Krim has been operating the Krim, flying in from the coast to relieve brother, Sol, for a southern vacation. . . . Shorty Bushart is back on the Eastwood projector. Bill Lunnigan moving to the Emcee. . . . The US Navy is taking Ernie Forbes, Jr., on an Atlantic cruise. . . . The newly incorporated Rouge Theatre Operating Co. has taken over operation of the Rouge theatre under the guidance of Max Gealer. . . . Switch leaves the Associated Theatres with only two houses, the Trenton and Loop. . . . Peter Kavel left Wesper-Wistman for the Allen Park to replace Robert Haskins now with WWJ-TV as ad salesman.

HARTFORD

Lou Brown, advertising and publicity director, Loew's Poli-New England Theatres, will be in charge of panel decorations for the New Haven Advertising Club's annual Gold Medal Award Dinner. . . . Douglas Amos of Lockwood & Gordon Theatres has

been supervising the Webb Playhouse, Wethersfield, Conn., during Florida vacation of William H. Daugherty. . . . Atty. Steve Perakos of Perakos Theatre Associates has been named to a fact-finding committee for the coming Connecticut elections by the New Britain Young Republican Club. . . . Ted Holt, on engineering staff, Loew's Poli-New England Theatres, has resumed his duties in Connecticut and Massachusetts after an extended New Haven Hospital stay. . . . "Beat the Devil" has been scheduled for Loew's Poli situations in Hartford, New Haven, Bridgeport and Waterbury. . . . Sam Rosen of Lockwood & Gordon Theatres has been vacationing in Florida.

INDIANAPOLIS

Three drive-ins took advantage of spring-like weather to rush the season by opening here this week. Easter week has been the customary starting time. . . . Al Hendricks, manager of the Indiana, is staging a disc jockey talent contest in connection with the opening of "The Glenn Miller Story" Thursday. . . . Manager Howard Rutherford reports 10,000 paid admissions for "The Long, Long Trailer" at 2,427-seat Loew's Saturday, second day of the run. . . . Trueman Rembusch left for New York Tuesday morning for meetings of the National Allied board and stock purchase committee. . . . Film transit problems and a group insurance plan for small theatres will be major items on the agenda of the Indiana Allied board meeting at the Hotel Lincoln here March 2, secretary Bill Carroll reports. . . . An upsurge in business that began with the holidays is continuing in local neighborhoods, especially the 28-day houses.

(Continued on opposite page)

JACKSONVILLE

Kathryn Reed and Perry Sheehan, Metro starlets, were here for the opening of "The Long, Long Trailer" at the Palace. . . . Jimmy Biddle, owner of the Jasper theatre, Jasper, visited local friends. . . . Seen at branch offices were Bill Lee from Lee's drive-in at Keystone Heights, and George Stonaris, Dreka theatre, DeLand. . . . B. A. "Doc" Cawthon, local projectionist, was re-appointed to the city position of projection booth inspector. . . . George Bradley and Karl Kristofsen are new bookers at Paramount. . . . Out-of-state Paramount staffers calling at the branch office included Everett Olsen, publicity man from Charlotte, N. C.; Gil Norton, from Boston; and Gordon Bradley, Atlanta. . . . Joe J. Deitch, head of Florida State Theatres booking department, was expected back from a lengthy Caribbean cruise. . . . Louis J. Finske, FST vice-president, returned from a downstate tour.

KANSAS CITY

The spring drive-in conference sponsored by the Kansas-Missouri Theatre Association will be held March 9-10 at the Hotel Continental. The first day will be devoted to displays of equipment and the second day to discussions on operational matters. . . . Three drive-ins at Kansas City (Shawnee, Heart and Boulevard) have been operating week-ends. Another starts this week-end—the Leawood. The Joplin starts operating full-time this week, while the Columbia and Springfield already have started full-time schedules. . . . Other drive-ins in the southern part of the area will open shortly. . . . Jack Braunagle, manager of drive-in operations for Commonwealth Theatres, announces appointments of drive-in managers: Gale Stewart to Riverside at Kansas City, from Sunset at Springfield, Mo.; Darrell Manes to Springfield, from Columbia; Tom Wolf to Columbia, from Sedalia; Donald Young to Sedalia, from Batesville, Ark.

LOS ANGELES

Larry Moses, owner of the Monterey theatre, Monterey Park, has named Al Williams manager there. . . . Newton Jacobs, president of Favorite Films, checked in from San Francisco for business huddles with his local representative, Ralph Carmichael. . . . Replacing E. R. Crouch, who has been transferred to Springfield, Oregon, the new manager of Western Amusement's Needles theatre, Needles, is J. W. Speer, moving from San Clemente. . . . Jay Berger, who formerly operated the now closed Buena theatre, Ventura, has been named manager of the Warner, San Pedro, succeeding Harry Slinker, who moves to the Warner, Huntington Park. . . . Back from a trek to Arizona on company business was George Tripp, Warner Bros. salesman. Out of town-ers seen on the Row were Roy Lemucchi, Bakersfield; Harold Stein, Sierra Madre; Joe Markowitz, Encinitas, and Gordon West, Fillmore.

MEMPHIS

Shelby County Baptist Pastors Association passed a resolution praising the censoring actions of Lloyd T. Binford, 88, chairman of the Memphis board. . . . M. A. Lightman Sr., president of Malco Theatres, Inc., returned from a business trip to New York. . . . Jack Watson, who operated Palace the-

atre at Tunica, Miss., and was well known in Memphis, where he came almost every week to book films, died suddenly of a heart attack last week. Mr. Watson was 44. Funeral services and burial were in Tunica. . . . Mrs. J. A. West, wife of the owner of Hollywood theatre in Memphis, and Mrs. L. A. Weaver, wife of the manager of Airway in Memphis, were confined to Memphis hospitals with illnesses. . . . C. Burkeybyle has purchased Belmont theatre, Belmont, Miss., and will book and buy in Memphis. . . . Lake drive-in, Sardis, Miss., re-opened Feb. 19. . . . Jacksonville drive-in, Jacksonville, Ark., will re-open March 5. . . . Skylark drive-in, Clarksdale, Miss., was set for re-opening for Feb. 25.

MIAMI

With Wometco's Sonny Shepherd and Florida State Theatre's Al Weiss as co-chairmen, the recent annual Variety Club "Show of Shows" was jet propelled to success. George Jessel was m.c. . . . House manager Haber of the Miracle is now Uncle Mel since sister, Rhoda Lewis, gave birth to a son, Jeffrey Richard recently. . . . WTVJ's newscaster Howard Brown got an "extra" when his wife presented him with a daughter, Stephanie Meta. . . . UA's exploitation director, Mort Kushner, was in town simultaneously with Addie Addison from the same outfit, who was working on promotion for the coming "Beachhead." . . . Johnny Prettyman is assistant director with the Warner's crew in Puerto Rico where scenes for "Battle Cry" are being filmed. . . . The Mitchell Wolfsons were hosts at a large reception honoring composer conductor Heitor Villa Lobos and his wife of Brazil.

MILWAUKEE

Stan Gross, who has been with the Stanley Warner Theatres a good many years, has been appointed their new district manager, replacing Harry Mintz who is taking over his own theatres in Wisconsin Rapids. Mr. Gross, up to the present time, was manager of the Rio theatre in Appleton. . . . Hugo Vogel advertised free Hawaiian orchids to the ladies Saturday and Sunday for Valentine's Day at his Plaza theatre here. . . . Closer surveillance of Milwaukee theatres by uniformed patrolmen has been ordered by Police Inspector Dax here. The order came after a report from the Fox-Wisconsin Amusement Corp., that vandals and rowdies have made knife cuts in theatre seats, hurled objects at screens, persons have been disorderly and that liquor has been brought into the theatres.

MINNEAPOLIS

North Central Allied has set its annual convention for May 10-11 at the Nicollet Hotel, Minneapolis, according to Stanley Kane, NCA executive counsel. . . . Loran Garnant has closed his LeRoy theatre at LeRoy, Minn., which he has operated for about 13 years. . . . A wide screen has been installed in the Orpheum at Aberdeen, S. D., according to Mike Guttman, owner. . . . Variety Club of the Northwest has given \$36,750 to the Variety heart hospital on the University of Minnesota campus for a new elevator. . . . A sales meeting and product discussion was held at the 20th Century-Fox exchange here last week. . . . Fred Mindeman is closing his Kindred at Kindred, N. D., March 1. . . . Frank Durvin,

RKO home office representative, was in. . . . Joe Kissel is the new ledger clerk at Paramount. . . . Harry B. French, Sr., president of Minnesota Amusement Co., is vacationing in Florida. . . . Al Vincent, manager of the Belle theatre at Belle Fourche, S. D., has been a patient at the Mayo Clinic in Rochester, Minn.

NEW ORLEANS

Drive-ins scheduled for reopening after being closed for the winter months are Miss Mary Anne Ewing's Auto Vue, Lorman, Miss., on March 5, and Charles Waterall's C-W-C, Richton, Miss., on March 26. . . . Harold I. Illing, Jr., the new owner of Illings, Ocean Springs, Miss., has slated March 5 for its reopening. J. G. Broggi will handle the buying and booking. . . . Addie Addison, in charge of exploitation for UA's southern division, was in town. . . . Rodney Toups has rounded out 35 years of service for Loew's, Inc. here. He has been manager of the State since it opened in 1926. . . . Hap Barnes is here from Atlanta in the interest of his Rebel drive-in, Baton Rouge, La. . . . The Liberty Theatre Building, one of the in-town landmarks, will give way to a parking lot. . . . Mr. & Mrs. "Bob" Ballantyne, Omaha, Nebraska, were here on a combined business and pleasure trip. Most of Ballantyne's attention was directed to the company's territory representative, R. L. Johnson of Johnson Theatre Service.

OKLAHOMA CITY

"Miss Sadie Thompson" is in its second week at the Center theatre and drawing large crowds. . . . "Money from Home" now in its third week in Oklahoma City, is playing at the Tower theatre. . . . "The Robe" returned to Oklahoma City February 20 at the Plaza and the Redskin theatres. . . . "The Command" is now showing at the Midwest theatre.

OMAHA

Mrs. J. L. Harmon, whose husband has been an exhibitor in northeast Nebraska many years, died at Orchard, where the Harmons operated the Rex theatre. . . . Larry Seidelman, former senior salesman at Milwaukee, has become branch manager of the Republic exchange in Omaha, succeeding Harry Lefholtz, veteran film rower who resigned. Seidelman renamed William Heath as salesman and moved Delores McKenney from biller to cashier, with Edna Nast still office manager. . . . The 20th-Fox office had word cashier Dorothy Weaver was recuperating nicely from her operation. . . . And Marvin Jones of Red Cloud, who recently underwent surgery at Rochester, again was a visitor in Omaha and said he was recovering okay. . . . H. B. Carlton will take over the theatre at Griswold, Ia., March 1.

PHILADELPHIA

Melvin Fox, head of the independent Fox Theatres Circuit, is serving as chairman for the theatrical division in the forthcoming Allied Jewish Appeal campaign, with veteran exhibitor Leo Posel serving as vice-chairman of the Appeal's Trade Council. David Supowitz, A. M. Ellis, Albert M. Cohen, Ted Schlanger, Ben Amsterdam and Norman Silverman are among the industry

(Continued on following page)

(Continued from preceding page)

leaders serving in the theatrical division. . . . Jack Harris, for his independent Jack Harris Productions exchange, negotiated a distribution franchise to handle Hallmark Pictures in this territory. . . . Reseating of the balcony at Fabian's Rialto has been completed, it was announced by Earl Arnold, manager of the Allentown, Pa., house. A similar installation is under way at Fabian's Colonial in the same community, where manager Henry Romig also announces the installation of stereophonic sound equipment. . . . Bill Trambukis, manager of Loew's Harrisburg, Pa., has been transferred to Loew's, Providence, R. I., in a similar capacity. . . . Roy Sullender has gone into the booking and buying business as National Screen Corporation. . . . Joseph P. Farrell, manager of the Irving, Scranton, Pa., was reelected a director of the Liberty Discount and Savings Bank. . . . William Quinlivan, R.K.O. booker, back at his desk after a long illness.

PITTSBURGH

The Stanley gets the new Martin-Lewis comedy, "Money from Home" in 3-D, to be followed by "The Boy from Oklahoma." . . . "Julius Caesar," often rumored for the legitimate Nixon theatre, finally gets a local date on March 13 when it goes into Loew's Penn. . . . Perry Nathan, manager of National Screen Service, heads the Red Cross theatre drive during the month of March. . . . The Variety Club has named Elmer Ecker to spur more member interest in Tent Number One beginning with Monday luncheons and Saturday night dances. . . . Glowing notices for "The Glenn Miller Story" should help keep that film in the Fulton for a healthy run. . . . Jerry Walsh, daughter of the late John D. Walsh, Fulton theatre manager, has a role in the Mt. Lebanon Players version of "The Male Animal." . . . Harry Rees, who was with United Artists here for 35 years, staying on Film Row as a salesman for the Hanna organization's Franklin Film Exchange.

PORTLAND

The Paramount theatre installed CinemaScope equipment last week so now all first runs are set to handle the product. . . . J. J. Parker's Herb Royster is being congratulated on the promotion job for "The Long, Long Trailer." . . . Guild manager Marty Foster is reported to have grossed more with "Julius Caesar" during the first two weeks than any other spot in the country with similar situation. . . . "The Robe" opened at Evergreen's Hollywood and Graeper's Egyptian this week. This is second run after 12 big weeks downtown. . . . Todd Blake, assistant manager of the Oriental, is now doing the publicity copy for Evergreen's Oriental and Orpheum theatres. . . . Mrs. Jack (Katie) Marshall, secretary to Hamrick's Marvin Fox, off to San Fran-

cisco for a two week vacation. . . . Liberty manager Harold Lorimer has set up a lobby display of original Will Rogers pictures for "The Boy from Oklahoma."

PROVIDENCE

The day prior to the opening of "Miss Sadie Thompson" at Loew's State, the Polaroid Corp. ran a large ad in the local press, extolling the virtues of the new, adjustable "Polaroid 3-D Glasses," being featured at Loew's State. . . . Meyer Stanzler, well-known theatreman, and impresario at Rhodes-On-The-Pawtuxet, the largest dance hall in Rhode Island, lent considerable impetus to the recent March-Of-Dimes campaign by staging a "Disc-Jockey Record Hop" at his ballroom. More than a dozen disc-jockeys, representing every radio station in this area, appeared in person. . . . That Alec Guinness is top-favorite in this locality was attested by the fact his "The Captain's Paradise" held for a fourth week at The Avon Cinema. . . . After a brief whirl at first-run pictures, the long-darkened Metropolitan has again closed. Outside of the announcement of a couple of road-show stage attractions to appear for a few performances this month, no inkling of further activities was available.

SAN FRANCISCO

Nathan Grossman, manager, Paramount, has appointed Paul Trout, former field man with the American Red Cross, as his assistant. . . . The State theatre, under U-P banner, re-opened a few months ago, has closed. . . . The Esquire (North Coast) went on first-run when Sherrill Corwin leased the Orpheum to Cinerama, has returned to its former policy of grind-house. . . . Al Schibadi, ex-Universal booker, now in the Army, was visiting the row the past week. . . . A. R. Bowen built and opened a new theatre at Carson City, Nevada, and has closed his old house there. C. R. Remington turned over the Fair Oaks, Fair Oaks, to the Arch Booking Service. . . . A. H. Constant, formerly with KRON, here, is now manager of KBAK and KBAK-TV, Bakersfield. . . . Randall E. Larson, former announcer and director, KRON, is program manager, KBAK and KBAK-TV. The Chronicle, which owns and operates KRON, has the minority stock interest in the Bakersfield station. . . . Frank Beazley, former salesman, KPIX, is now sales manager, KBAK-TV. . . . An application for authority to operate a television station in the Bay Area on channel 2 has been filed with FCC by San Francisco-Oakland Television, Inc.

TORONTO

World premiere of Universal-International's "Saskatchewan," filmed in Alberta last summer will be held at the Grand, Calgary, Mar. 9. . . . James Mason and Tyrone Guthrie will appear as guests at the Canadian Film Awards this year. The Awards will take place in the Kent, Montreal, May 13. Mason is to appear in the Shakespeare Festival at Stratford, to be directed by Tyrone Guthrie. . . . Theatre Richelieu Inc., headed by Elzear Provencal, has opened its 920-seat, seven-day Le Paris in St. Hyacinthe, Quebec. New house will show only French films. . . . Suburban Scarborough will make another attempt to halt the Markham Developments' projected drive-in by

appealing to the Supreme Court of Canada. The operation has suffered a number of reverses as the municipality took its battle to the courts. . . . George Oullahan, assistant general manager of Sterling Films Ltd. was elected vice-president at a recent meeting of stockholders, while J. B. Lawson, member of the firm of solicitors for the company, was made secretary. Their election was announced by O. R. Hanson, president and general manager.

VANCOUVER

Odeon Circuit has switched two local district managers, Ernie Sauer from the Odeon, West Vancouver, to the Odeon, North Vancouver, and Bob Fraser from North to West Vancouver. . . . Howard Tillman, father-in-law of Gerry Sutherland, Odeon, B. C., manager, and well-known hotelman, died in Vancouver at the age of 67. . . . Johnny McTaggart, Orpheum assistant manager, resigned to enter other business. He is replaced by Harry Hargraves, former film booker at the Opera House, Blackpool, England. . . . Don MacKenzie, formerly with General Theatre Supply Company, has joined the Perkins Electric and will be in charge of sales for the prairie provinces with headquarters at Calgary. . . . Doug White, former office manager for Warner Bros., is now with the Myers Enterprises and will be in charge of the Delta drive-in, Richmond; Tillicum drive-in, Victoria, and the Bay theatre, Vancouver. . . . Tom Boudreau, manager of the Odeon, Abbotsford, was in town and said business was brisk in the Fraser Valley section. . . . Ronald McKee, manager of the Lulu at Richmond, reports that his business was not affected with the opening of a drive-in in his district.

WASHINGTON

Columbia Pictures mid-east division manager, Sam Galanty, was vacationing in Florida. He will return on March 8. . . . New employee at K-B's Ontario theatre is Costel Ionescu, replacing Griffith Johnston, who resigned. . . . Walter Wanger, producer of "Riot in Cell Block 11," was a Washington visitor. . . . Stanley Warner has installed CinemaScope at the Uptown and Penn theatres. . . . Alvin Q. Ehrlich and Cy Blumenthal served as hosts at the Variety Tent No. 11's "Town and Country" night February 20. It was a gay Hillbilly evening. . . . "From Here to Eternity" at the Trans-Lux Theatre is establishing a long-run record in Washington. It is now in its 27th week.

Raise \$445,384 During The 1953 "Jimmy Fund"

The 1953 Jimmy Fund Drive raised \$445,384 in New England, co-chairmen Martin J. Mullin and Joe Cronin announced last week at Boston. The sum was raised voluntarily, and expenses totalled less than four per cent, they said. The men thanked the press, radio, and television for cooperation in bringing to the attention of the public the necessity of cancer research for children. Some of the highlights of the 1953 campaign were a \$100 per plate welcome home banquet for Ted Williams, a \$50,000 donation from the Kennedy Foundation, and donation of the receipts of the opening of Cinerama, by the Stanley Warner Theatres.



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MANAGERS' ROUND TABLE



An International Association of Motion Picture Showmen—Walter Brooks, Director

On Whether "There's Always Room At The Top"

LAST week, we began a discussion on this page, with regard to the compensations and rewards which good showmen may look forward to in their employment as theatre managers. We continue, with some observations right out of our Round Table mail, and the current news.

For several weeks past, there have been numerous classified ads in the Herald, for managers, and that is a good sign, one that we watch closely, because of so many in whom we are personally interested. We feel the trend of employment, and the rewards for services rendered, through our contact with many good Round Table members, who are hard-working in their respective situations and who confide in us as to their status.

Usually, there are more men than jobs in this metropolitan area and big city circuits start everybody at a fixed beginner's scale, to prove their worth, and move up, after a "get acquainted" period. Jobs are more plentiful out of town, and wages and salaries are generally better. You will find, in the classified ads, jobs that are offered at \$100 a week, with vacations, group insurance, hospitalization, etc. There are more jobs in this bracket, and above, than there used to be, a few years ago.

But strangely enough, there are more men of division manager status, with no place to go, and more young men, striving to get up, than there are opportunities in the middle brackets. Recently, a very nice thing happened, at Loew's, when Maurice Seidlitz, a veteran with 26 years in theatre posts, voluntarily stepped down to accept another assignment, so he could make room for advancement in the lower brackets. A whole succession of promotions followed his generous action. Bernard Zelenko, for 16 years manager of Loew's Valencia, Jamaica, succeeded him as division manager, and others moved up.

Not all the news is as good as this announcement from Loew's, where managers and other employees enjoy one of the few pension plans effective in this industry. The other day, we received an unsigned letter

FLORIDA VACATION

When you read this, we'll be far away, and glad of it. This is our annual vacation in Florida, and this year, we're spending it on the West Coast. There'll be, we hope, "Round Table in Tampa" and "Round Table in Central Florida," for we want to get inland to the small towns, to visit Hugh Martin at Clermont, Carl Floyd at Haines City, and other Round Table members.

Last year, we went directly to Miami, and enjoyed a fabulous greeting from Sonny Shepherd, of Wometco Theatres, and from Bill Dock, in Miami, for Florida State Theatres. Now, we're flying to Tampa, and will stop over in Jacksonville, for another pleasant visit with Howard Pettengill, and to see Leon Netter and Lou Finske.

We'll see Lee Henry at Zephyrhills—our newest "old home town" and the place where we expect to settle down, come retirement and social security and things like that. We will take a typewriter, under a camphor tree, and do our stint from there—if, as and when. Got a lot of ideas of things we're going to write.

from an assistant manager in the New York area, who has been an assistant for 16 years, and is afraid to move, because he needs his \$65 job to feed three others. If he will come in the office, we'll try to help him. Another manager whom we do know, took a very small salary as neighborhood theatre manager—and then took out a \$100 card in the painter's union, so he could brighten up the run-down theatre, by his own efforts!

A city manager in a southern city who has two theatres and a national reputation as a good showman, wrote us not long ago, seeking a better break than he had, and reporting that another circuit was then offering eighteen months salary to older managers who would retire and thus make room for advancement from the lower brackets.

BOB AND MELBA WALKER, one of those nice husband and wife teams whom we are proud to acknowledge in the Round Table, are owners and managers of the Uintah theatre, Fruita, Colorado. Bob is a good showman, a good citizen in his community and a frequent contributor to our weekly meetings, and to "What the Picture Did For Me."

He uses a variation of Bank Night, through necessity and the economic problems that are part of his geographical area—but he handles it differently, and we praise his selling approach. He calls it "Money In The Bank"—and it is sponsored by the local bank, on a partially cooperative advertising basis. There is no direct give-away at the theatre, but winners receive a savings bank book with their deposit entered. Of course, they can withdraw it, but the curse is taken off the cash give-away notion.

We would like to consign Bank Night to oblivion, along with free dishes, but there are places where it is a necessity for maintenance in small town operations, and we would be glad if we could report other ways and means to dignify this procedure to sustain the place of the theatre in the affairs of a community.

BILL O'DONNELL, writing from Interstate headquarters in Dallas, asks, "Have you ever seen anything like this before?"—and we haven't. He sends tear sheets from the Waco and Amarillo newspapers, with color art breaks on the front page, for "The Robe" and "Knights of the Round Table." These are really sensational, when you see them, and when, as he says, it marks the first time that the press has recognized our industry with 3-column, front-page cuts in color. The color is bright and bold, as is the showmanship, and it will come in cities and towns where local daily papers have "color on the press"—and are anxious to show it off. Better reproduction will follow, and better material to work with, as original art, at the source.

—Walter Brooks

Up & Coming With Up-to-Date Ideas

FOR INSTANCE, look at the exhibits from Johnny Corbett, city manager at the Glove theatre, Gloversville, N. Y., for the Schine Circuit's flagship, below and at right. Johnny gave away coffee—imagine that!—with the sponsorship of a local restaurant; a quarter of a pound to the first fifty ladies in line.



Joe Real, manager of the Midwest theatre, Oklahoma City, poured a cup of coffee for the Governor's Lady at the opening of "So Big." That's Joe, saying "Good morning" to Mrs. Murray, wife of the Governor of Oklahoma.

Ed McGlone, manager of the RKO Palace theatre, in Cincinnati, promoted these models to represent Eddie Cantor's songs, on a TV program, with Frank Dixon, Master of Ceremonies, using the plastic mask, for "The Eddie Cantor Story."



And Johnny used another of those spectacular 24-sheet cut-outs of Marilyn Monroe, this time sitting on a local Elk—the kind you can find in many towns along Main Street—which is enough to make news in any community.



Joe Melcher, manager of Premiere Theatres in Evansville, Indiana, had this big portrait head of John Wayne cut into a jig-saw puzzle, and used it for lobby display and a teaser advertisement on TV, with the television audience asked to guess who, as pieces were added.

Bovim New Loew Head

Russ Bovim, manager of Loew's State theatre in St. Louis, is the new division manager for Loew's houses in St.



Russ Bovim

Louis, Kansas City, Memphis, New Orleans and Houston, announces John Murphy, general manager of Loew's out-of-town theatres. This is another happy up-from-the-ranks story. Bovim joined Loew's in 1923 as assistant to Louis K. Sidney at Loew's Aldine, Pittsburgh. Subsequently he was

Loew's manager in Wilmington, Canton and Columbus. In his new position he succeeds the late Mike Cullen, who died suddenly three weeks ago.

Down south in New Orleans, Rodney Toups, manager of Loew's State, has hung up a new service record for the company. He has completed 35 years of service in the same city. Toups began as an assistant manager of the Old Loew's Crescent theatre in

1919 and later became manager. He opened the new Loew's State in 1926 where he has since remained. He is, in fact, the only manager that theatre has ever had.

Realignments resulting from Russ Bovim's promotion include the appointment of Frank Henson, manager of Loew's Akron, as city manager for St. Louis. His successor is Sam Shubout, manager of Loew's State, Cleveland. Arnold Gates is moving from the Stillman to the State, Cleveland, while Frank Manente, manager of the Esquire, Toledo, will fill the Stillman vacancy.

Concurrent with all this, Atlanta and Nashville are being added to the theatres directed by Martin Burnett, who headquarters in Columbus, Ohio. Pittsburgh will be supervised by Frank Murphy of the Loew's Cleveland office.

Invite Children as Birthday Guests

Recognizing the importance of children's birthdays, J. W. Beach, manager of the Appalachian theatre, Boone, N. C., has sent letters to every school teacher of the Watauga County, citing the fact that he has listed the names of the children on their birthdays in the Watauga *Democrat* and inviting them to bring their families as guests at the theatre. The letter asks that children send their birthday date so that they may be listed in the paper and be eligible for the free admissions.

RKO Theatres and "Telegram" In "Millionaire" Contest

RKO Theatres' publicity department, under the able direction of Harry Mandel, has tied up with the "New York World-Telegram and Sun" to conduct a "How to Marry A Millionaire" doubles contest, to find three girls who look most like Marilyn Monroe, Betty Grable and Lauren Bacall. The contest got underway Monday, heralded by a four-column, page one story in the newspaper, and concludes March 3, when the 20th-Fox CinemaScope film opens in RKO houses all over Greater New York and Westchester. The lucky—and lovely—winners will receive, among other things, \$500 savings bonds and all-expense-paid trips to the Bahamas on the S. S. Nassau.

12 Shea Theatres Participate In New "Kettle" Contest

Twelve Shea theatres in New Hampshire, Massachusetts and Ohio will participate in a pre-release contest on Universal's new "Ma and Pa Kettle at Home." The substantial money prizes and awards will be made on the basis of comparative increases in gross, in each situation, over past pictures of Ma and Pa series which played these Shea houses. The picture will open between March 7 and April 3 in each theatre. Extensive campaigns have been planned and many are already saturating the areas.

QUIGLEY AWARDS CONTENDERS

THOMAS A. ADAMS
Paramount
Newark, N. J.

EDWARD ALVA
Metro, Bombay, India

DALE BALDWIN
Parkway
W. Jefferson, N. C.

J. W. BEACH
Appalachian
Boone, N. C.

HUGH S. BORLAND
Louis, Chicago, Ill.

JOSEPH S. BOYLE
Poli, Norwich, Conn.

JACK BRIDGES
Victory, Timmins, Can.

WALLACE BRUCE
Fox, Lyons, Kansas

BILL BURKE
Capitol, Brantford, Can.

PAUL BROWN
Fresno, Fresno, Cal.

R. N. BROWN
Astra, Kirton, Eng.

JOHN F. BURKE
Fox, Brooklyn, N. Y.

R. N. CLARKE
Astra, Leuchars, Eng.

LOUIS COHEN
Poli, Hartford, Conn.

JOHNNY CORBETT
Glove
Gloversville, N. Y.

R. J. CRABB
Lyric
Wellingborough, Eng.

V. HUGH DEACON
Gaumont
Coventry, Eng.

F. DEAN
Regal, Leith, Eng.

J. DI BENEDETTO
Poli, Worcester, Conn.

CHARLES DOCTOR
Capitol
Vancouver, Can.

JOHN EBERHARD
Franklin, Saginaw, Mich.

BENNO ERB
Metro-Goldwyn-Mayer
Santiago, Chile

DOUGLAS EWIN
Savoy
Stourbridge, Eng.

J. B. FENNER
Queen's Hall
Newcastle, Eng.

ARNOLD GATES
Stillman, Cleveland, O.

ELAINE S. GEORGE
Star, Heppner, Ore.

FRED E. GODWIN
Wellston
Warner Robins, Ga.

BRENDA R. GREEN
Regal, Bicester, Eng.

H. E. HART
Court, Auburn, Ind.

WILLIAM HAVER
Paramount
Des Moines, Iowa

L. F. HOLMAN
Ritz, Hereford, Eng.

D. W. HOWARD
Odeon, Bury, Eng.

D. HUGHES
Regal, Cheltenham, Eng.

K. INGRAM
Astra, Hednesford, Eng.

CLARK R. JORDAN
Linda, Linda Vista, Cal.

DON KING
Branch, Clinton, Md.

ARNOLD KIRSCH
De Luxe, New York

LEO A. LAJOIE
Capitol, Worcester, Mass.

JOHN E. LAKE
Savoy, Luton, Eng.

JULIUS LAMM
Colony, Cleveland, O.

H. LAYBOURNE
Odeon, Southsea, Eng.

FRED C. LENTZ
Paramount, Toledo, O.

WILLIAM LODGE
Royal, Deal, Eng.

LOUIS LUTZ
Waukesha, Waukesha, Wis.

T. MURRAY LYNCH
Paramount, Moncton, Can.

C. G. MANHIRE
Savoy, Edinburgh, Scot.

TONY MASELLA
Palace, Meriden, Conn.

C. A. MATTHEWS
Alliance Theatres
Terre Haute, Ind.

ROCCO MAZZUCA
Linden, Jamaica, N. Y.

JOE MELCHER
Grand, Evansville, Ill.

S. V. MURDOCH
Gaumont, Liverpool, Eng.

RUFUS C. NEAS
State, Mooresville, N. C.

BILL O'DONNELL
Interstate Theatres
Dallas, Texas

F. B. PAGE
Rex, Islington, Eng.

GEORGE PEYERS
Loew's, Richmond, Va.

GEORGE W. PUGH
Rialto, Glens Falls, N. Y.

C. A. PURVES
Astra, Hemswell, Eng.

SYDNEY L. SALE
Granada, Dover, Eng.

W. S. SAMUELS
Ritz, Longview, Texas

ROGER SARDOU
Columbia Pictures
Paris, France

MATT SAUNDERS
Poli, Bridgeport, Conn.

HAROLD SHAMPAN
Odeon, Woolwich, Eng.

OLGA SHARABURA
Orpheum
Sault Ste. Marie, Can.

S. C. SHINGLES
Odeon, Stafford, Eng.

VICTOR SIMS
Electra, Oxford, Eng.

CHARLES SMITH
Regent, Brighton, Eng.

SOL SORKIN
Keith's, Syracuse, N. Y.

BOYD SPARROW
Warfield
San Francisco, Cal.

MURRAY SPECTOR
Plaza, Englewood, N. J.

W. K. TRUDELL
Capitol, London, Can.

J. W. TURNER
Savoy, Sale, Eng.

BOB WALKER
Uintah, Fruita, Colo.

L. G. WEBSTER
Savoy, Northampton, Eng.

ALISTAIR C. WELLER
Odeon, Reading, Eng.

G. C. WILLIAMS
Regent, Chatham, Eng.

HARRY WILSON
Capitol, Chatham, Can.

CIRCUS BALLYHOO DOES IT



A smart, specially constructed lobby display was set up by Fred C. Lentz, manager of the Paramount Theatre in Toledo, Ohio, to sell forthcoming CinemaScope attractions at the theatre. Six wagons that were specially constructed for a circus ballyhoo, with barred cages, etc., were borrowed locally and put to use as the background theme of the display. In each wagon dummy film cans were placed with lettering on the titles of forthcoming pictures. Glitter was sprinkled in the sawdust that covered the bottom of the cages, and a large spotlight was used to illuminate the inside of the cages. As the motif of the display was on circus, a large 12-foot clown dummy was at the head, with copy promoting the attractions.

Stress Religious Angle for Big "Quo Vadis" Results

Dale Baldwin, manager of the Parkway theatre, West Jefferson, N. C., reports excellent business with MGM's "Quo Vadis," utilizing a lot of advertising backed up with an extremely effective herald campaign. In each segment of his exploitation, Dale stressed the "Story of Christianity—After The Death of Christ" angle. This, he reports, brought in the patrons who come out only for religious pictures.

Six Used Cars Free To Linda Patrons

In an arrangement set up with the local used car dealer, Clark R. Jordan, manager of the Linda theatre, Linda Vista, San Diego, Cal., is giving away to patrons six cars free, one every Friday night starting February 26. A total of \$3,000 is to be awarded to door winners at the Linda theatre.

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"Wicked Woman" Star Has a Busy Day

A crowded publicity campaign was set for Beverly Michaels, star of "Wicked Woman," during her visit to Reading, Pa., January 20 for the opening at Loew's Colonial on the 28th, according to Robert E. Diem.

Upon the arrival of the actress at noon, she spoke at the Kiwanis Club luncheon. Following that she was interviewed on station WRAW. That interview was followed by another on station WEEU. In the early afternoon an interview followed by Jerry Kobrin of the Reading Eagle. In late afternoon there was a TV show on station WHUM, topped off in the evening by a March of Dimes appearance. During her stay in the city she was transported by a promoted Rolls-Royce.

Lou Cohen, manager of Loew's Poli, Hartford, really riding the tournament for exploitation honors with MGM's first CinemaScope picture, "Knights of the Round Table." He uses every thrust of the lance, as laid down by specialists in Camelot.

Louie Orlove, exploiteer in MGM's Milwaukee branch, proudly points to newspaper publicity in local papers for Elroy Luedtke, manager of the Delft and Nordic theatres, Marquette, Mich., who won honors as the newly elected president of his local Chamber of Commerce.

Providence Welcomes Native Son

Providence, Rhode Island, is welcoming home one of its favorite native sons, William J. Trambukis, recently appointed manager of Loew's State theatre, where, in 1941, he began his career as a part-time usher. Born and raised in the Mount Pleasant neighborhood, Bill attended the Mount Pleasant High School and rose through a succession of posts within the Loew's organization before his return to Providence.



William J. Trambukis

The new and youthful manager, already a winner of quite a few showmanship contests, served in the SeeBees during the war, after which he came back to Providence in 1946 as assistant manager of Loew's State. In 1949 he was sent to Syracuse as manager of the Loew's theatre there and in 1952 was transferred to the Loew's in Harrisburg as manager. While in the latter city Bill added mightily to his growing reputation by his participation in the famed "Pennsylvania Week" celebrations, supervising the motion picture activities in six counties covering a 100-square-mile area.

Returning to Providence with Bill are his wife, the former Elizabeth Greene, and four-year-old daughter, Jane.

INTERSECTIONS



JULIUS LAMM of the Colony in Cleveland got a nice break when the Shaker Square Businessmen's Association erected four boards like this at four intersections around Shaker Square where the theatre is located and invited him to use them. His first use was for "The Robe."

"What the Picture did for me"

Allied Artists

LOOSE IN LONDON: Bowery Boys—A very good Bowery Boys' picture with lots of comedy. I hardly ever fail with these boys. Doubled with "Sea Tiger" (also AA) and did average business both nights. Played Friday, Saturday, January 22, 23.—James Hardy, Shoals Theatre, Shoals, Ind.

SON OF BELLE STARR: Keith Larsen, Peggie Castle—You can't go wrong on this picture. People talked about it for a week. Play it by all means. Played Friday, Saturday, January 29, 30.—James Hardy, Shoals Theatre, Shoals, Ind.

Columbia

CHINA VENTURE: Edmond O'Brien, Barry Sullivan—A good picture in black and white with the usual war theme. Good for a double bill. Did average business in this small town. Played Wednesday, Thursday, February 3, 4.—Francis Gill, Paonia Theatre, Paonia, Colo.

FLAME OF CALCUTTA: Denise Darcel, Patric Knowles—My folks are tired of these costume pictures. It's pretty fair with O. K. Technicolor, but still not very popular. Used on double bill. Played Sunday, January 31.—S. T. Jackson, Jackson, Flomaton, Ala.

JUGGLER, THE: Kirk Douglas, Milly Vitale—This was the best Kramer picture I've ever seen (personal opinion only). No complaints and I think it was generally liked on a one day change.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

SALOME: Rita Hayworth, Stewart Granger—This picture was well received. Beautiful color and scenery. Had played all around me, as usual, but did fair business.—R. C. Drayer, Community, Conde, S. D.

Metro-Goldwyn-Mayer

EASY TO LOVE: Esther Williams, Van Johnson—This Technicolor water epic looked wonderful on our 12x24 wide screen. Did better than average business. Played Sunday, Monday, Tuesday, February 14, 15, 16.—Elstun Dodge, Elstun Theatre, Cincinnati, Ohio.

MOGAMBO: Clark Gable, Ava Gardner—A well made picture in Technicolor. A good story with Ava holding the strings, in fact, she steals the show. Gable is just another man in her life, Ava is just another woman in his life, and they fall for each other in the end. The dialogue is excellent. Business average. Small town patronage. Played Sunday, Monday, Tuesday, January 31, February 1, 2.—Francis Gill, Paonia Theatre, Paonia, Colo.

MOGAMBO: Clark Gable Ava Gardner—One of the largest grosses we have ever had. A big picture, expertly directed and acted. Some of my patrons didn't like the story too much, but everybody is talking about it. Business far above average. Played Saturday, Sunday, Monday, Tuesday, January 30, 31, February 1, 2.—O. Fomby, Paula Theatre, Homer, La.

Paramount

SHANE: Alan Ladd, Jean Arthur—I rate this as the best outdoor picture of the year. Ladd is at his best, also the rest of the cast. The little boy, Brandon De Wilde, really steals the show. Play it for your western fans. The only thing wrong with this picture is too high percentage. Played Friday, Saturday, Sunday, Monday, January 8, 9, 10, 11.—James Hardy, Shoals Theatre, Shoals, Ind.

STALAG 17: William Holden, Don Taylor—A very good war picture of prison life. Enjoyed by all except some of the women patrons. The picture was especially liked by the veterans—plenty of interesting and exciting situations.—R. C. Drayer, Community Theatre, Conde, S. D.

RKO Radio

APPOINTMENT IN HONDURAS: Glenn Ford, Ann Sheridan—Doubled with "Marry Me Again" (RKO) but did very poor business on this combination. Played Friday, Saturday, February 12, 13.—Elstun Dodge, Elstun Theatre, Cincinnati, Ohio.

HANS CHRISTIAN ANDERSEN: Danny Kaye, Farley Granger—Excellent. Our customers were well satisfied. Danny Kaye was tops in this role, as he always is.—R. C. Drayer, Community Theatre, Conde, S. D.

PETER PAN: Disney All Cartoon Feature—Doubled with "Back to God's Country" (Univ.) and also Disney's short "Bear Country" to record gross for the past two or three years. Played Sunday, Monday, Tuesday, February 7, 8, 9.—Elstun Dodge, Elstun Theatre, Cincinnati, Ohio.

PETER PAN: This is a very good Walt Disney picture which will please your children patrons. Play it, you can't go wrong. You will get a few adults and if nothing else, it will create some good will for you. We have played something like this once before for children patrons. Average business both nights. Played Sunday, Monday, January 17, 18.—James Hardy, Shoals Theatre, Shoals, Ind.

SEA AROUND US, THE: Documentary—Excellent. This is really worth seeing. Played Sunday, January 31.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Twentieth Century-Fox

GENTLEMEN PREFER BLONDES: Marilyn Monroe, Jane Russell—Nothing wrong with this picture. Very good crowd Sunday night. Jane stole the picture from Marilyn. Very good color. All small towns should play this one on a mid-week date—Monroe and Russell will bring them in. Played Sunday, Monday, January 31, February 1.—James Hardy, Shoals Theatre, Shoals, Ind.

PRESIDENT'S LADY, THE: Susan Hayward, Charlton Heston—A very good picture. Susan Hayward is very popular here. I recommend this one for adults only. If your patrons like dramatics, give them this picture. Well liked by those who saw it here. Played Tuesday, Wednesday, January 19, 20.—James Hardy, Shoals Theatre, Shoals, Ind.

United Artists

CAPTAIN SCARLETT: Richard Greene—This was a real weak one. Even Technicolor was bad in this—out of focus most of the time. Played on Friday.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

RETURN TO PARADISE: Gary Cooper, Roberta Haynes—A worthy entry in the popular Cooper's series of productions. Played Sunday, Monday, January 24, 25.—Elaine S. George, Star Theatre, Heppner, Ore.

Universal

GOLDEN BLADE, THE: Rock Hudson, Piper Laurie—This was a good picture of its type, but my patrons do not care for this kind. This did the lowest business of any Rock Hudson feature I've played. Played Monday, Tuesday, January 18, 19.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

... the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

LITTLE EGYPT: Mark Stevens, Rhonda Fleming—A cute picture in color. Good story of a show girl pulling a fast one, with plenty of hip movement to back it up. We doubled this one with Columbia's "Last Posse," which proved to be a good combination. Business good in this small town. Played Friday, Saturday, February 5, 6.—Francis Gill, Paonia Theatre, Paonia, Colo.

MAN FROM THE ALAMO: Glenn Ford, Julia Adams—All I can say for this one is that it is a good outdoor picture which pulled extra business. I always do extra business on Universal westerns. Don't pass this one up. Glenn Ford is very popular here. Played Sunday, Monday, January 3, 4.—James Hardy, Shoals Theatre, Shoals, Ind.

STAND AT APACHE RIVER: Stephen McNally, Julia Adams—Universal westerns always do extra business for me. This is an excellent picture with beautiful color. Keep this kind coming, Universal. This one should be good in any small town. Played Saturday, January 2.—James Hardy, Shoals Theatre, Shoals, Ind.

Warner Bros.

CALAMITY JANE: Doris Day, Howard Keel—An excellent picture. It will fill your house to the brim. Suitable for both large and small situations. Beautiful color. Business above average. Played Saturday, Sunday, Monday, Tuesday, January 16, 17, 18, 19.—O. Fomby, Paula Theatre, Homer, La.

MASTER OF BALLANTRAE: Errol Flynn, Anthony Steel—The action must have prevailed, since neither costumes nor the star are very popular with our people and this was quite well received. Played Tuesday, Wednesday, January 26, 27.—Elaine S. George, Star Theatre, Heppner, Ore.

SO BIG: Jane Wyman, Sterling Hayden—Wonderful! A picture you will be proud to play. Jane Wyman was never better. It is a word-of-mouth picture. All favorable comments. Played Saturday, Sunday, Monday, January 23, 24, 25.—O. Fomby, Paula Theatre, Homer, La.

Shorts

RKO Radio

HERRING HUNT: Screenliner—O. K. one-reel on Canadian fishing.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

PETER PAN: All Cartoon Feature—Good picture for children, but did not draw adults. This can't come up to "Snow White".—R. C. Drayer, Community Theatre, Conde, S. D.

WHO'S A DUMMY?: Leon Errol Comedy—Good two-reel.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Serial

Columbia

LOST PLANET, THE: This is a fair serial, but my people are tired of this type.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

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Taylor Is Reelected by Canadian Picture Pioneers

TORONTO: Elections of the 11-man board of the Canadian Picture Pioneers at its first meeting resulted in Nat Taylor, president of Twinex Century Theatres, being named president of the organization for his third successive term. Morris Stein, eastern division general manager for Famous Players Canadian Corp., was elected vice-president, a post from which Oscar Hanson withdrew in order to devote more time to the benevolent fund.

Tom S. Daley, manager of the University, Toronto, is secretary-treasurer. Head of the membership committee is Eddie Wells, Pan-American Advertising Corporation Ltd., Cobourg, while Harold Pfaff, Independent Theatre Services, Toronto, heads the sick and welfare committee. Clare Appel, executive director of the Canadian Motion Picture Distributors Association, Toronto, tops the public relations committee and David Ongley is again solicitor.

The other members of the board are Walter Kennedy, publicity chief, Empire-Universal Films; Ray Lewis, editor of the

"Canadian Moving Picture Digest"; William Redpath, General Films; Dan Krendel, district manager, Famous Players; Hugh Sedgwick, vice-president, IATSE; and Frank Vaughan, general sales manager, Allied Artists.

Appoint Harry Brandt as Appeal Vice-Chairman

Harry Brandt, president of Brandt Theatres, will be vice-chairman of the 1954 Joint Defense Appeal campaign in New York, the organization announced last week. It is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League.

Jamestown Holds Meetings In Ohio and Boston

A series of three regional meetings of the Jamestown Amusement Company got under way Tuesday and Wednesday this week at the Hotel Gibson in Cincinnati and Thursday and Friday at the Hotel Charter in Cleveland. The third meeting will be at the Hotel Statler in Boston March 3 and 4. Attending the three meetings are Gerald

Shea, president; Ray Smith, head of all buying and booking and union matters for the company; Thomas Shea, vice-president from New York, and Frank King, field representative.

Downing Will Run New York Variety Club "Heart" Dinner

Russell V. Downing, president and managing director of the Radio City Music Hall, New York, last week was named chairman of the dinner committee for the New York Variety Club's first annual "Heart Award" dinner. The award will be to William J. German, president of the club's Foundation to Combat Epilepsy, and a former chief barker. The dinner will be the evening of May 6 in the grand ballroom of the Hotel Waldorf-Astoria.

Essaness Opens House

The Essaness circuit, Chicago, is opening the new Halsted Outdoor theatre May 1. It will accommodate 1,400 cars, and will have concessions, playground equipment, and additional advantages.

The Product Digest

Executive Suite

MGM—Drama a la Mode

The best an exhibitor can want from a distributor is a picture guaranteed to draw the customers in—and that's just what MGM offers in its sprawling, elaborate, polished "Executive Suite." The dread of bad weather or the fear of television competition need not cause the showman any concern with this one. Names in the cast range like a Who's Who of Hollywood talent. They include William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch and many others.

It is to the credit of Robert Wise, who directed, and Ernest Lehman, who did the screenplay, that despite this assemblage of performers and the variety of subplots, the story never grows formless nor interest dissipate.

Beginning with a view of a big corporation and the workings of its minute gears, the story has sudden death come to its president, and then trots out a stormy parade of emotions as members of the board of directors connive for the vacant post. A story of many romances develops—the romance of big business, the romance of men with power and prestige and the romance of men and women.

March, as vice-president and controller, strives most desperately and calculatingly for the top spot, and easily overshadows the urbane and gentlemanly senior officer, Pidgeon. Douglas, popular, affable, but shallow, makes a poor candidate for the spot, especially since he is all wrapped up in an unhappy marriage and an after-hours romance with his secretary, Miss Winters. The race for the presidency finally strips down to March and Holden. Interest builds up cumulatively in the urgent struggle, with the camera diverting intermittently to fill in fetching aspects in the lives of the individuals.

Calhern plays a dandy with an eye toward making a quick coup, who somehow is tangled in his own machinations. In touches, there come scenes of Miss Stanwyck's unfulfilled love for the deceased, a symbol in the picture whose face is never shown. A more tender bit is fitted in the dramatic mosaic by Miss Allyson, as the loving wife of Holden who would rather see him free than president, but backs him in his ambition anyway. Miss Foch is the crisp and poised secretary of the dead president who does her psychological best to offset March's juggernaut and Jagger is the proud and forthright manufacturing boss above the battle.

A surprise climax and happy ending ties up the 104 minutes of running time and the audience is charmed. John Houseman produced.

Seen at the home office projection room. *Reviewer's Rating: Excellent.*—MANDEL HERBST-MAN.

Release date, April, 1954. Running time, 104 minutes. PCA No. 16711. General audience classification. McDonald Walling.....William Holden Mary Blomond Walling.....June Allyson Julia O. Tredway.....Barbara Stanwyck Loren Phineas Shaw.....Fredric March Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch, Tim Considine, William Phipps, Lucille Knoch, Edgar Stehli

Saskatchewan

U-I—Adventure in Canada

(Color by Technicolor)

Universal-International has devised a formula of action entertainment which in the past has paid neat dividends across the exhibition face of the country. In "Saskatchewan" there is another entry in the same sweepstakes, and this one goes to the post with all the necessary ingredients to pay off handsomely by the time it hits the stretch.

Take a good, sound formula story of Indians and the Canadian Northwest Mounted Police in the days of the development of western Canada; add thereto a cast of competence in performance, and three names of real marquee value (Alan Ladd, Shelley Winters, J. Carol Naish); put it all in fine color by Technicolor, and set it in the magnificence of the Canadian northwest, and you have a package of box office entertainment.

The story is basically that of the Western, yet it becomes different in aspect when it is transferred in locale to the vastness of the Canadian mountain country, and when the protagonists are the Mounties.

Too much cannot be said of the sheer, breathtaking beauty of the background against which the film was produced. The company sent its Technicolor camera crews into the Canadian northwest for the production, and the result is a strong plus value for the picture.

Aaron Rosenberg, who produced, gave the film a rich and effective mounting, and the director, Raoul Walsh, kept the pace rapid, and the action flowing steadily. John Seitz deserves a nod of approbation for the photography.

Important to the development of western Canada in the 1870's was the friendship of the whites, represented by the Mounted Police, and the Cree Indians. Trouble began when the American Sioux started to filter across the border from Montana on raids into Canada, seeking at the same time to rouse the Crees against the whites. Ladd, a Mountie, and his friend, a young Cree Indian, Jay Silverwheels, returning from scouting, come upon Miss Winters, sole survivor of a Sioux raid. Back at the fort, Ladd encounters trouble as a new commander, Robert Douglas, confiscates Cree guns, not realizing that taking their means of hunting will make enemies of the hitherto friendly Indians.

The story from there is one of action, excitement, suspense and warfare, with the Mounties under the guidance of Ladd, who takes over command from Douglas when the latter seeks to follow the book, rather than good judgment. And through it all romance develops for Ladd and Miss Winters. The film culminates in a daring attempt of Ladd, finally successful, to re-

store their guns to the Crees, and their rescue of the troop from the marauding Sioux.

It is sound, basic entertainment; motion picture really in motion, and beautifully mounted.

Reviewed in New York projection room. *Reviewer's Rating: Very Good.*—CHARLES S. AARONSON.

Release date, March, 1954. Running time, 87 minutes. PCA No. 16782. General audience classification. Sergeant O'Rourke.....Alan Ladd Grace Markey.....Shelley Winters Batoche.....J. Carol Naish Hugh O'Brien, Robert Douglas, George Lewis, Richard Long, Jay Silverwheels, Antonio Moreno, Frank Chase, Lowell Gilmore, Anthony Caruso, John Cason, Henry Wills

Dangerous Mission

RKO—Scenic Chase Melodrama

(Color by Technicolor)

Scenic effects shot in lovely Glacier National Park, Montana, in color by Technicolor, outweigh the dramatic elements of "Dangerous Mission," a chase melodrama starring Victor Mature and Piper Laurie. They are good marquee names, however, and additional prestige is lent by Vincent Price, William Bendix and Betta St. John in supporting roles.

The routine screenplay is enlivened by some striking sequences, namely one avalanche and one forest fire, and a long, harrowing climactic chase across rocky mountain and snowy glacial gorges, but these do not make an entire film, and the first two are almost completely superfluous to the story line.

This concerns the predicament of Miss Laurie, bookkeeper in a New York night club who is witness to a gang world murder. To escape the hoods, Miss Laurie runs away to Glacier National Park, where she gets a job in a plush hotel. Following on her heels are Price, a smooth-talking gunman assigned to rub her out one way or another, and Mature, a plainclothesman assigned to protect her and get her back to New York. If Miss Laurie, as innocent as pie, had turned herself over to the police in the first place, there would not be any story.

In the course of doing his duty, Mature falls in love with Miss Laurie, and Price complicates his mission by dallying with Betta St. John, an Indian girl who also works at the hotel. The final sequence, wherein Mature and Miss Laurie pursue Price and his willing hostage, Miss St. John, across some wild mountain territory, is chock full of elemental suspense and ends quite satisfactorily.

The principals all look well and behave according to the requirements of the script by W. R. Burnett and Charles Bennett. Producer Irwin Allen also wrote the original story. Louis King directed. 3-D prints of the film also are available.

Seen at the RKO screening room in New York. *Reviewers Rating: Fair.*—VINCENT CANBY.

Release date, March 6, 1954. Running time, 75 minutes. PCA No. 16641. General audience classification. Matt Hallett.....Victor Mature Louise Graham.....Piper Laurie Paul Adams.....Vincent Price William Bendix, Betta St. John, Steve Darrell, Harry Cheshire, Walter Reed, Dennis Weaver, Maureen Stephenson, George Sherwood, Ken Dibles

SHOWMEN'S REVIEWS SHORT SUBJECTS CHART THE RELEASE CHART

SHORT SUBJECTS CHART

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COLUMBIA

ALL-STAR COMEDIES

5414	Spies and Guys (16).....	4-6-53	1847
5415	He Popped His Pistol (16).....	5-14-53	1871
5416	Low's a Popcorn (16).....	8-11-53	1958
6411	Oh, Say Can You Sue (16).....	9-10-53	2007
6412	A Hunting They Did Go (16½).....	10-29-53	2103
6413	Down The Hatch (17½).....	11-26-53	2135
6414	Doggie in the Bedroom (16½).....	1-7-54

ANIMAL CALVACADE

5653	Greyhound Capers (8½).....	7-30-53	1983
5654	Three Big Bears (7).....	8-27-53	2007

ASSORTED FAVORITES

(Reissues)

5424	Gum Shoes (21).....	2-19-53	1791
5425	Woo, Wool (16).....	3-12-53	1791
5426	Calling All Fibbers (16½).....	4-16-53	1847
6421	Wife Dorry (16).....	9-17-53	2071
6422	Billy Billy (16).....	10-22-53	2103
6423	Strife of The Party (16).....	12-17-53	2135
6424	Oh, Baby (18).....	2-11-54

CANDID MICROPHONE

5554	Candid Microphone No. 4 (10½).....	4-30-53	1831
5555	Candid Microphone No. 5 (10).....	6-11-53	1999
6551	Candid Microphone No. 1 (9-10-53).....	2047
6552	Candid Microphone No. 2 (12-10-53).....	2135
6553	Candid Microphone No. 3 (2-18-54).....

COLOR FAVORITES

(Reissues)

5609	Make Believe Revue (10).....	3-12-53	1799
5610	King Midas Junior (7).....	4-6-53	1847
5611	A Helping Paw (7).....	5-7-53	1847
5612	The Mad Hatter (7).....	5-28-53	1935
5613	Mother Hen's Holiday (7).....	6-18-53	1887
5614	The Dream Kids (7½).....	7-9-53	1959
5615	The Rocky Road to Ruin (8½).....	8-6-53	2007
6601	Carnival Courage (7).....	9-3-53	2023
6602	Fiesta Time (7½).....	10-8-53	2087
6603	Room and Bored (7).....	11-5-53	2103
6604	Boy, Gun, & Birds (7½).....	11-26-53	2135
6605	Skeleton Frolic (7½).....	12-17-53	2135
6606	Tree For Two (7½).....	1-7-54
6607	Way Down Yonder in the Corn (7).....	1-28-54

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5435	Yum!in' Yiminy (17).....	3-19-53	1791
5436	Hot Water (18½).....	7-16-53	1967
6431	Half Shot at Sunrise (16).....	10-15-53	2047
6432	Meet Mr. Mischief (17½).....	11-12-53	2103
6433	Love At First Fright (16).....	1-14-54
6434	Get Along Little Hubby (19).....	2-25-54

JOLLY FROLICS

(Color)

5503	Little Boy With a Big Horn (7).....	3-26-53	1767
5504	The Emperor's New Clothes (7).....	4-30-53	1839
5505	Christopher Crummet (7).....	6-25-53	1956

MR. MAGOO

(Color)

5703	Safety Spin (7).....	5-21-53	1879
5704	Magoo's Masterpiece (7).....	7-30-53	1983
5705	Magoo Brought Here (7).....	11-19-53	2095
5706	Magoo Goes Skiing (7).....	12-31-53	2135

MUSIC TO REMEMBER

3751	The Polovetsian Dances (9½).....
3752	Nutcracker Suite (9½).....
3753	Piano Concerto in B-Flat Minor (10).....
3754	Peter Gint Suite (9½).....
3755	1812 Overture (11).....
3756	Swan Lake Ballet (10).....

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SCREEN SNAPSHOTS

5856	Mickey Rooney—Then & Now (9½).....	3-19-53	1767
5857	Hal Hal from Hollywood (9).....	4-23-53	1847
5858	Hollywood's Great Comedians (9½).....	5-14-53	1871
5859	Hollywood's Pair of Jacks (10½).....	6-18-53	1935
5860	Out West in Hollywood (10½).....	7-23-53	1967
6851	Hollywood Showmen (9½).....	7-17-53	2047
6852	Hollywood Laugh Parade (10-22-53).....	2103
6853	Men of the West (10).....	11-19-53	2135
6854	Hyd's Great Entertainers (10½).....	12-24-53
6855	Memories in Uniform (10½).....	1-2-54	2101
6856	Hollywood Stars To Remember (10½).....	2-25-54

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5404	Up in Daley's Penthouse (16½).....	2-5-53	1711
5405	Boots & the Beast (10½).....	3-5-53	1767
5406	Loose Loot (16).....	4-2-53	1847
5407	Tricky Dicks (16).....	5-7-53	1871
5440	Spooks (3D) (16).....	6-15-53
6440	Pardon My Backfire (16).....	8-15-53	2007
6401	Rip, Saw and Stitch (17).....	9-3-53	2071
6402	Bubble Trouble (16½).....	10-8-53	2031
6403	Goof on the Roof (16½).....	12-3-53	2135
6404	Income Tax Sappy (16½).....	2-4-54	2191

THRILLS OF MUSIC

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5935	Les Elgart & Orch. (10).....	4-30-53	1847
5936	Shorty Sherock & Orch. (8½).....	6-4-53	1935
6931	George Towne & Orch. (10).....	9-24-53	2085
6932	Boyd Rachburn & Orch. (11).....	11-26-53
6933	Claude Thornhill & Orch. (11).....	12-24-53
6934	Machito & Orch. (10½).....	2-4-54

TOPNOTCHERS

5901	Beyond the Frontier (10).....	8-11-53	1959
5902	This Is Versaille (10½).....	8-25-53	1983

U.P.A. CARTOON SPECIALS

5996	Gerald McBoing-Boing's Symphony (7½).....	7-15-53	1767
6509	A Unicorn in the Garden (7).....	9-24-53	2085
6510	Tell Tale Heart (8).....	Special	2063
6501	Bringing Up Mother (7).....	1-14-54
6502	Ballet-Op (7½).....	2-11-54

WORLD OF SPORTS

5806	Loosen at Bat (10).....	8-26-53	1943
5807	World's Championship Rodeo (10).....	5-21-53	1871
5808	Billiard and Bowling Champs (9½).....	6-18-53	1967
5809	Dude Ranch Sports (9½).....	7-23-53	1999
6801	Assault and Mat-Tery.....	9-24-53	2031
6802	Hockey Thrills and Solilo (9½).....	10-15-53	2095
6803	Snow Speedsters (10½).....	11-12-53	2085
6804	Battling Big Fish (11).....	12-17-53	2191
6805	Gauchos Down Uruguay Way (10).....	2-16-54

SERIALS

(All 15 Chapters)

6120	The Great Adventures of Captain Kidd.....	9-17-53
6140	Jungle Raiders.....	12-31-53

M-G-M

FITZPATRICK TRAVEL TALKS

(Color)

T-415	Beautiful Bavaria (9).....	4-4-53	1831
T-416	Johannesburg, City of Gold (8).....	5-16-53	1871
T-417	Delightful Denmark (8).....	6-27-53	1927
T-418	Copenhagen, City of Towers (9).....	7-18-53	2031
T-511	Seeing Spain (8).....	10-17-53	2087

GOLD MEDAL REPRINT CARTOONS

W-464	Quiet Please (8).....	3-26-53	1767
W-465	Red Hot Riding Hood (7).....	5-2-53	2023
W-466	Flirty Birdy (7).....	7-4-53	2023
W-501	Swingshift Cinderella (8).....	10-3-53	2015
W-562	Springtime For Thomas (8).....	11-7-53
W-593	Now That Couldn't Sleep (9).....	12-5-53	2095

M-G-M TECHNICOLOR CARTOONS

W-440	Cobs & Robbers (7).....	3-14-53	1767
W-441	Johann Mouse (8).....	3-21-53	1767
W-442	Little Johnny Jet (7).....	4-18-53	1847
W-443	That's My Pup (7).....	4-25-53	1847
W-444	Heir Bear (6).....	5-30-53	1879
W-445	T. V. of Tomorrow (7).....	6-6-53	1867
W-446	Wee-Willie Wildcat (7).....	6-20-53	2023
W-531	Just Ducky (7).....	8-3-53	2007
W-532	Half Pint Palomino (7).....	9-26-53	2095
W-533	Two Little Indians (7).....	10-17-53	2073
W-534	Life With Tom (8).....	11-21-53	2073

PETE SMITH SPECIALTIES

S-457	Travel Quiz (color) (9).....	4-25-53	1831
S-458	The Postman (10).....	5-30-53	1887
S-459	Doge 'N' Ducks (10).....	6-27-53	1939
S-460	Ancient Curse (8).....	7-11-53
S-581	It Would Serve 'Em Right (10).....	9-12-53	2007
S-582	This Is Living? (9).....	10-10-53	2007
S-583	Landlording It (9).....	11-7-53	2063
S-584	Things We Can Do Without (9).....	12-5-53	2047
S-585	Film Antics (8).....	1-2-54	2023
.....	Do Someone A Favor (9).....	4-10-54
.....	Out For Fun (10).....	5-8-54

PROPHECIES OF NOSTRADAMUS

R-422	Let's Ask Nostradamus (10).....	6-6-53	1935
R-423	Nostradamus & the Queen (10).....	8-29-53	2023

PARAMOUNT

CARTOON CHAMPION

(Reissues)

S13-1	The Wee Men (10).....	10-2-53
S13-2	The Enchanted Square (10).....	10-2-53
S13-3	Cheese Burglars (7).....	10-2-53
S13-4	Stupidstiff Cat (7).....	10-2-53
S13-5	Much Ado About Mutton (8).....	10-2-53
S13-6	Naughty But Nice (7).....	10-2-53

CASPER

(Technicolor)

B12-3	Spook No Evil (7).....	3-13-53	1767
B12-4	North Pal (7).....	5-29-53	1847
B12-5	By the Old Mill Stream (7).....	7-3-53	1959
B12-6	Little Boo Peep (7).....	8-28-53	1999
B13-1	Do or Diet (7).....	10-16-53	2015
B13-2	Boos and Saddies (7).....	12-25-53	2135
B13-3	Boo Moon (3D) (8).....	1-1-54
B13-4	Zero the Hero.....	2-26-54

HEADLINER CHAMPION

(Reissues)

A13-1	Tuna (9).....	10-2-53	2067
A13-2	Timber Athletes (9).....	10-2-53	2073
A13-3	Try & Catch Me (9).....	10-2-53	2095
A13-4	Who's Who in Animal Land (10).....	10-2-53	2095
A-13-5	Bundle From Brazil (10).....	10-2-53	2135
A-13-6	Brines & Brands (9).....	10-2-53	2135

HERMAN AND KATNIP

(Color)

H12-2	Of Mice and Maple (7).....	2-20-53	1719
H12-3	Herman the Cartoonist (7).....	5-15-53	1871
H12-4	Drinks on the Mouse (7).....	8-28-53	1999
H13-1	Northwest Mouse (7).....	12-18-53	2085
H13-2	Surf & Sound.....	2-19-54

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KARTUNES

(Technicolor)

X12-3	Philharmonians (7).....	4-3-54	1767
X12-4	Aero-Nutics (7).....	5-8-53	1871
X12-5	Invention Convention (7).....	6-19-53	1949
X12-6	No Place Like Rome (7).....	7-31-53	1967

NOVELTOON

(Color)

P12-3	Starting From Hatch (7).....	8-6-58	1767
P12-4	Winner by a Hair (6).....	4-17-53	1805
P12-5	Beetle Bait Than Never (7).....	6-6-53	1871
P12-6	Surf Bored (7).....	7-17-53	1967
P13-1	Huey's Ducky Daddy (7).....	11-26-53	2111
P13-2	The Supreme Court (7).....	1-29-54	2191
P13-3	Crazy Town.....	2-12-54

PACEMAKERS

K12-4	High School Hi-Jinks (10).....	8-20-53	1767
K12-5	Call Me Bimney (10).....	8-26-53	1959
K12-6	Hurricane Hunters (10).....	8-27-53	1999
K13-1	Spirit of Seventy (8).....	10-2-53	2063
K13-2	Society Man (10).....	12-25-53	2135
K13-3	Room That Flies.....	2-5-54

POPEYE

(Color)

E12-2	Child Sociology (6).....	3-27-53	1767
E12-3	Ancient History (7).....	1-30-53	1663
E12-5	Popeye's Birthday (6).....	5-22-53	1935
E12-6	Treadable (7).....	6-12-53	1879
E12-7	Baby Wants a Battle (6).....	7-24-53	1959
E12-8	Fireman's Brawl (6).....	8-21-53	1999
E13-1	The Ace of Space (3D) (7).....	10-2-53	2023
E13-2	Shaving Mugs (6).....	10-9-53	2051
E13-3	Floor Flusher (6).....	1-1-54	2159

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LEON ERROL COMEDIES (Reissues)				20th CENTURY-FOX				EARTH AND ITS PEOPLES (2-Reeler)				FEATURETTES "CLASSICS OF THE SCREEN"			
43,701	Gem-Jams (18)	7-31-53	1980	34,108	For Whom the Bulls Toll (7)	5-9-53	1871	8365	Po River Valley (20)	2-23-53	1743	9104	Star in the Night (20)	3-21-53	1791
43,702	He Forgot To Remember (17)	8-14-53	1967	34,109	Don's Fountain of Youth (6)	5-30-53	1879	8366	Sheep Ranch Country (20)	3-23-53	1799	9105	Plantation Melodies (20)	5-16-53	1871
43,703	Birthday Blues (7)	8-28-53	1999	34,110	Father's Week-End (7)	6-20-53	1959	8367	Cross Section of Central America (21)	4-20-53	1831	9106	Looking at Life (20)	7-18-53	1959
43,704	Let's Go Stepping (17)	9-11-53	2015	34,111	The New Neighbor (7)	8-1-53	2023	8368	Factories, Mines & Waterways (21)	5-18-53	1871	1101	Minstrel Days (20)	9-28-53	1999
43,705	It Shouldn't Happen to a Dog (18)	9-25-53	2095	44,102	Football (Now & Then)	10-25-53	2103	8369	British Trade and Industry (21)	6-15-53	1967	1102	They Were Champions (20)	11-21-53	2095
43,706	Maid Trouble (18)	10-9-53	2103	44,103	Rugged Bear (6)	10-25-53	2023	8370	Farmer-Fisherman (21)	7-13-53	1967	JOE McDOAKES COMEDY			
EDGAR KENNEDY SERIES (Reissues)				44,104	How to Sleep (7)	10-13-53	2095	8371	Lumber States (21)	8-10-53	1983	9405	So You Want to Learn to Dance (10)	3-28-53	1799
43,501	Unlucky Dog (15)	8-7-53	1967	44,105	Canvas Back Duck (7)	12-4-53	2125	8372	Mountain Farmers (20)	9-3-53	2031	9406	So You Think You Can't Sleep (10)	10-31-53	2047
43,502	Trouble or Nothing (18)	8-14-53	1983	44,106	Spare the Rod...	12-25-53	2111	8373	Adobe Village (19)	10-5-53	2031	1402	So You Want To Be an Heir (10)	2135	
43,503	Wall Street Blues (17)	9-4-53	1983	44,107	Spare the Rod...	1-15-54	2159	LANTZ TECH. CARTUNES				1403	So You're Having Neighbor Trouble		
43,504	Motor Maniacs (18)	9-18-53	2073	44,108	Donald's Diary	2-5-54	2159	8323	Dog That Cried Wolf (6)	3-23-53	1743	MELODY MASTER BAND (Reissues)			
43,505	Do or Diet (18)	10-2-53	2031	44,109	The Lone Chipmunks	2-26-54	2159	8324	Buccaneer Woodpecker (6)	4-20-53	1847	9804	Ozzie Nelson & His Orch. (10)	4-18-53	1847
43,506	Heading for Trouble (18)	10-16-53	2047	44,110	Grin & Bear It	3-19-54	2159	8325	The Mouse and the Lion (6)	5-11-53	1871	9805	Vincent Lopez & Orch. (R)	6-6-53	1935
MICKEY MOUSE BIRTHDAY CARTOONS (Technicolor) (Reissues)				44,111	The Social Error	4-9-54	2159	8326	Operation Sawdust (6)	6-15-53	1985	9806	Spade Cooley Band (10)	8-22-53	1959
44,801	Mickey's Birthday Party (8)	8-14-53	1967	44,112	Chips Ahoy	4-30-54	2159	8327	The Flying Turtle (6)	6-29-53	1959	1801	Dani Aranz & Band (10)	10-3-53	2053
44,802	The Pointer (8)	8-21-53	1967	SEE IT HAPPEN (Movietone)				8328	Wrestling Wrecks (6)	7-20-53	1959	1802	Hai Kemp & Orch. (10)	11-14-53	2095
44,803	Tiger Trouble (7)	8-28-53	1967	6302	Epic Drama (10)	4-53	1949	8329	Maw & Paw (6)	8-10-53	1999	1803	Rhythm of the Rhumba (10)		
44,804	Nifty Nineties (7)	9-14-53	1967	6303	Kamikaze (10)	7-53	1966	8330	Belle Boys (6)	9-14-53	1983	MERRIE MELODIES AND LOONEY TUNES (Color)			
44,805	Mr. Mouse Takes a Trip (8)	9-11-53	1967	6304	Impact of Tragedy (10)	10-53	2095	8331	2-D Hypnotic Hink (8)	8-28-53	1999	9710	Kiss Me Cat (7)	2-21-53	1718
44,806	The Whalers (8)	9-18-53	1967	6305	Calamity Strikes (8)	11-53	2073	8332	Socke In Morocco (6)	1-18-54	2167	9711	Cat Amuck (7)	2-28-53	1719
MY PAL (Re-releases)				6306	Focus on Fate (10)	12-53	2159	8333	A Horse's Tale (6)	2-15-54	2167	9712	Peck O' Trouble (7)	3-28-53	1879
43,201	My Pal with Flame (22)	8-7-53	1967	SPECIAL (CinemaScope) (Color)				8334	Andy Russell & Della In House Party (15)	3-12-53	1743	9713	Fowl Weather (7)	4-4-53	1819
43,202	Pal's Adventure (20)	9-4-53	1967	7401	Coronation Parade (7½)	11-53	2159	8305	Les Brown & Orch. in Crazy Frolic (19)	4-9-53	1799	9714	Muscle Tussle (7)	4-18-53	1847
RKO PATHE SPECIAL				7403	Vesuvius Express (16)	12-53	2135	8306	Harry James & His Music Makers (14)	5-7-53	1871	9715	Ant Pasted (7)	5-9-53	1871
33,106	Canadian Mounties (15)	1-30-53	1791	7404	Finale of Tchaikovsky's Symphony #4 (8)	12-53	2159	8307	Musie on the Double (18)	5-28-53	1847	9716	Much Ado About Nothing (7)	6-23-53	1935
33,107	Transatlantic Hop (14)	2-27-53	1799	7405	Dancers of the Deep (7)	1-54	2191	8308	Surprising Suzie (15)	7-53	1999	9717	There Auto Be a Law (7)	6-6-53	1935
33,108	Escape to Freedom (15)	3-27-53	1839	7405	Polovetzian Dances—Prince Igor (7½)	2-54	2191	8309	Camp Jamboree (18)	10-8-53	2073	9718	Tom-Tom Tomcat (7)	6-27-53	1967
33,109	Tower of Destiny (15)	5-22-53	1871	3302	Football Roundup (8)	6-53	1966	8310	Dorsey Bros. Encore (16)	10-22-53	2167	9719	Wild Over You (7)	7-11-53	1967
43,101	Shark Killers (15)	10-2-53	2031	3303	Morning Light (9)	7-53	1966	9301-2D	Carnival in April (18)	11-53	2159	9720	Duck Dodgers in the 24½th Century (7)	7-25-53	1967
43,102	This Is Little League (15)	10-30-53	2103	3304	Unusual Sports (10)	10-53	2095	9302	David Rose & His Orch. (15½)	12-24-54	2135	9721	Play Goes the Weasel (7)	8-22-53	1999
43,103	Magic Streetcar (20)	12-18-53	2159	3305	Laurentian Sports Holiday (9)	10-53	2095	9303	Hawaiian Nights (17)	1-22-54	2135	9722	Cat-Tails for Two (7)	8-29-53	1983
SCREENLINERS				3306	Golden Glover (8)	12-53	2159	3-D SPECIAL (Musical Featurette)				1701	Street Cat Named Sylvester (7)	9-5-53	1999
34,211	Sea-Going Smoke Eaters (8)	1-30-53	1767	TERRYTOONS (Color)				8311-2D	Nat "King" Cole & Ross Morgan's Orch. (18)	6-53	1959	1702	Zippling Along (7)	9-19-53	1999
34,212	The Mountain Movers (10)	2-20-53	1799	5308	Pill Paddlers (7)	4-53	1791	8100-3D	Morgan's Orch. (18)	6-53	1959	1703	Easy Peckins (7)	10-17-53	2031
34,213	Britain's Skyblazers (8)	3-13-53	1839	5309	Featherweight Champ (7)	4-53	1767	8312	Sky Pollee (9)	3-9-53	1743	1704	Catty Cornered (7)	10-31-53	2073
44,201	Running the Red (8)	9-18-53	2073	5309	Happy Circus Days (7)	4-53	1767	8313	Deafly Dollars (10)	5-4-53	1847	1705	Of Rice and Men (7)	11-14-53	2111
44,202	Herring Hunt (10)	10-16-53	2047	5310	Playful Puss (7)	5-33	1799	8314	Bolivar Bonanza (9)	9-7-53	1983	1706	Cats A-weight (7)	11-28-53	2095
44,203	Laughs of Yesterday (8)	11-13-53	2095	5311	Plumber's Helpers (7)	5-33	1799	8315	Beat the Wall (10)	9-24-53	1963	1707	Punch Trunk (7)	12-19-53	2111
44,204	Ocean To Ocean (8)	12-11-53	2135	5312	Neck & Neck (7) (R)	5-53	1967	8316	Rip Van Winkle Returns (10)	10-5-53	2047	1708	Dog Pounder (7)		
44,205	Report on Kashmir (10)	1-8-54	2159	5313	Hot Rods (7)	6-53	1831	8317	Fun for All (9)	10-19-53	2063	1709	I Gopher You (7)		
44,206	Fire Fighters (8)	2-5-54	2103	5314	Ten Pin Terrors (7)	6-53	1799	8318	Byways to Broadway (9)	10-19-53	2047	SPECIALS (Technicolor)			
44,207	Golden Gate (8)	3-5-54	2103	5315	The Orphan Egg (7)	6-53	1962	8319	Wacky Wild Life (7)	8-29-53	1983	9005	Thar She Blows (20)	8-7-53	1791
44,208	Mission Ship (8)	4-2-54	2103	5316	Friday the 13th (7)	7-53	1959	8320	Landscape of Silence (17)	10-25-53	2159	9006	Under the Little Big Top (20)	4-25-53	1831
44,209	Untrodden Borneo (8)	4-30-54	2103	5317	When Mousehood Was in Flower (7)	7-53	1999	9201	Perils of the Forest (17)	2-14-54	2159	9007	America for Me (20)	5-30-53	1940
44,210	Black Power (8)	5-28-54	2103	5318	Open House (7)	8-53	1959	VARIETY VIEWS				9008	Where the Trade Winds Play (20)	7-4-53	1958
SPORTSCOPES				5319	Bargain Daze (7)	8-53	1959	8343	Sky Pollee (9)	3-9-53	1743	1001	Gone Fishin' (20) (R)	9-12-53	1963
44,301	Fighting Fins (8)	2-8-53	1791	5320	Sparky, the Firefly (7)	9-53	1959	8344	Deafly Dollars (10)	5-4-53	1847	1002	Romance of Louisiana (18)	10-10-53	2031
44,302	Baseball Sports (8)	2-27-53	1799	5321	Mouse Menace (7)	9-53	1959	8345	Bolivar Bonanza (9)	9-7-53	1983	1003	North of the Sahara (20)	11-7-53	2111
44,303	Baseball Camera Hunt (8)	3-20-53	1847	5322	How to Keep Cool (7)	10-53	1967	8346	Beat the Wall (10)	9-24-53	1963	1004	Don't Forget To Write (20)	12-5-53	2111
44,304	Baseball Highlights of 1953 (15)	4-17-53	1831	5323	The Tilden Scarecrow (7)	11-53	1963	8347	Rip Van Winkle Returns (10)	10-5-53	2047	1005	Winter Paradise (20)		
44,305	Baseball Camera Hunt (8)	10-30-53	2103	5324	Log Rollers (7)	11-53	2095	8348	Fun for All (9)	10-19-53	2063	SPECIALS (Technicolor)			
44,306	Baseball Highlights of 1953 (15)	4-17-53	1831	5325	Spare the Rod (7)	12-53	2103	8349	Byways to Broadway (9)	10-19-53	2047	9505	Birthplace of Hockey (10)	2-26-53	1719
44,307	Baseball Highlights of 1953 (15)	4-17-53	1831	5326	Growing Pains (7)	12-53	2103	9342	Brooklyn Goes To Chicago (9½)	2-22-54	2167	9506	Cheyenne Days (10)	4-4-53	1847
SPECIALS COLOR				5401	Runaway Mouse (7)	1-54	2111	WARNER BROS.				9507	Yeh, Wanda Valley (10)	5-9-53	1871
43,601	Holiday Island (15)	8-14-53	2015	5402	How to Relax (7)	1-54	2111	BLUE RIBBON HIT PARADE (Color) (Reissues)				9508	Desert Killer (10)	6-27-53	1966
44,401	Motor Rhythm (30)	9-18-53	2031	5403	Hellcenter (R)	2-54	2191	9307	Country Mouse (7)	3-14-53	1791	9509	Ride a White Horse (10)	7-25-53	1966
44,501	Motor Rhythm (2D) (8)	9-18-53	2031	5404	Blind Date (7)	2-54	2191	9308	Little Dutch Plate (7)	4-11-53	1821	9510	Danish Sport Delight (10)	8-15-53	2067
43,601	Pecos Bill (25)	2-19-54	2159	5405	Nonsense Newsreel (7)	2-54	2159	9309	Ain't That Ducky (7)	5-2-53	1871	1501	Road to Ruin (10)	9-5-53	1985
TRU-LIFE ADVENTURES (Disney-Color)				5406	Much Ado About Nothing (R)	2-54	2159	9310	Mighty Hunters (7)	6-13-53	1935	1502	See Sports of Tahiti (10)	10-24-53	2063
32,901	Bear Country (33)	2-20-53	1687	5407	Helpless Hippo (7)	3-54	2159	9311	The Fighting 69th (7)	7-11-53	1959	1503	Born To Ski (10)		
43,301	Prowlers of the Everglades (32)	8-14-53	1909	5408	Pet Problems (7)	3-54	2159	9312	Sniffles Takes a Trip (7)	8-1-53	1967	1504	Arabians in the Rockies (10)	12-12-53	2111
TWO REEL SPECIALS				5409	Frog & The Princess (R)	3-54	2159	9313	Wacky Wild Life (7)	8-29-53	1983	VITAPHONE VARIETIES			
33,801	Basketball Highlights of 1953 (15)	4-17-53	1831	5410	Prescription for Percy (7)	4-54	2191	9314	Wacky Wild Life (7)	8-29-53	1983	9605	Here We Go Again (10)	2-14-53	1718
43,901	Football Headliners	12-11-53	2135	5411	Satisfied Customers (7)	4-54	2191	9315	Wacky Wild Life (7)	8-29-53	1983	9606	Not Adults Allowed (10)	4-11-53	1847
43,901	Basketball Headliners	4-16-54	2135	5412	Wreck of the Hesperus (R)	4-54	2191	9316	Wacky Wild Life (7)	8-29-53	1983	9607	Head Over Heels (10)	6-20-53	1949
RAY WHITLEY (Re-Releases)				UNITED ARTISTS				9317	Wacky Wild Life (7)	8-29-53	1983	9608	Spirit of West Point (10)	8-9-53	2007
43,401	A Western Welcome (18)	8-21-53	1966												

THE RELEASE CHART

Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the PRODUCT DIGEST SECTION of MOTION PICTURE HERALD.

Short Subjects Chart with Synopses Index can be found on pages 2198-2199, issue of February 27, 1954.

Feature Product by Company starts on Page 2149, issue of January 16, 1954.

Color pictures designated by (c).

* Following a title indicates a Box Office Champion.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), M—Mature Young People, Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: (A-1), Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

CinemaScope designed by (CS).

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S)=synopsis Page		Nat'l Groups	RATINGS L. of D.		Herald Review
				Issue	Page				
A									
Abbott & Costello Meet Dr. Jekyll & Mr. Hyde (329)	Univ.	Aug., '53	77m	Aug. 1	1934	AY	A-1	Good	
Act of Love	UA	Mar., '54	108m	Dec. 19	2109		B	Very Good	
Actress The (403)	MGM	Sept. 25, '53	90m	Aug. 8	1941	AY	A-2	Excellent	
Adventures of Robinson Crusoe (c)	UA	Apr., '54							
Affair in Monte Carlo (Brit.) (color) (5307)	AA	Sept., '53	74m	Sept. 19	1998			Good	
Affairs of Dobie Gillis, The (346)	MGM	Aug. 14, '53	74m	June 8	1862	AY	A-2	Very Good	
Alaska Seas (5313)	Para.	Feb., '54	78m	Jan. 23	2158		A-2	Good	
All-American (333)	Univ.	Oct., '53	83m	July 25	1925	AYC	A-1	Very Good	
All the Brothers Were Valiant (c) (407)*	MGM	Nov. 13, '53	101m	Oct. 17	2029	AM	A-2	Excellent	
Annapurna (c)	Mayor-Kingsley	Dec., '53	60m	Dec. 19	2110		A-1	Excellent	
Appointment in Honduras (406) (color)	RKO	Oct. 16, '53	79m	Oct. 31	2046	AY	B	Fair	
Appointment for Murder (Ital.-Eng. Titles)	IFE	Feb., '54	90m	Feb. 20	2190			Fair	
April 1, 2000 (German)	Lewis	Mar., '54							
Arrow in the Dust (c) (5404)	AA	Apr. 25, '54							
Arrowhead (color) (5227)	Para.	Aug., '53	105m	June 20	1878	AY	A-2	Very Good	
B									
Back to God's Country (color) (403)	Univ.	Nov., '53	78m	Sept. 26	2006	A	A-2	Good	
Bad for Each Other (624)	Col.	Jan., '54	83m	Dec. 12	2101	AY	B	Good	
Bait	Col.	Mar., '54	79m	Feb. 20	2190		B	Good	
Band Wagon, The (color) (345)*	MGM	Aug. 7, '53	112m	July 11	1909	AY	A-2	Excellent	
Bandits of the West (5243)	Rep.	Sept., '53	54m	Aug. 22	1958	AYC	A-1	Fair	
Battle of Rogue River (c)	Col.	Mar., '54							
Beachhead (c)	UA	Feb., '54	89m	Jan. 30	2165		A-2	Very Good	
Beat the Devil	UA	Mar., '54	82m	Dec. 19	(S)2111				
Beggar's Opera, The (Brit.) (c) (304)	WB	Sept. 26, '53	94m	Aug. 29	1965	AM	A-2	Very Good	
Beneath the 12-Mile Reef (c) (CS) (337)*	20th-Fox	Dec., '53	102m	Dec. 19	2109	AY	A-1	Very Good	
Best Years of Our Lives	RKO	(reissue) Feb., '54	170m	Dec. 19	2110			Superior	
Big Heat (615)*	Col.	Oct., '53	90m	Sept. 26	2006	AM	B	Good	
Big League, The (347)	MGM	Aug. 21, '53	71m	July 18	1918	AMYC	A-1	Good	
Bigamist, The	Filmakers	Dec., '53	80m	Jan. 2	2125		B	Very Good	
Bitter Creek (5423)	AA	Mar. 21, '54	83m	Jan. 30	(S)2167				
Black Glove (5305)	Lippert	Jan. 29, '54		Feb. 20	(S)2190				
Blackout (5309)	Lippert	Mar. 5, '54							
Blowing Wild (306)	WB	Oct. 17, '53	90m	Sept. 19	1997	A	A-2	Very Good	
Blueprint for Murder, A (332)	20th-Fox	Sept., '53	76m	Aug. 1	1933	AY	A-2	Very Good	
Border River (c) (409)	Univ.	Jan., '54	81m	Jan. 9	2134	AY	A-2	Good	
Botany Bay (color) (5307)	Para.	Nov., '53	94m	Oct. 3	2013	AMY	A-2	Very Good	
Both Sides of the Law (Brit.) (482)	U-I	Jan., '54	94m	Jan. 16	2141	AY		Good	
Boy From Oklahoma (320) (c)	WB	Feb. 27, '54	88m	Jan. 16	2141		A-1	Good	
C									
Caddy, The (5302)*	Para.	Sept., '53	95m	Aug. 8	1942	AYC	A-1	Very Good	
Caine Mutiny, The (c)	Col.	Not Set		Feb. 20	(S)2191				
Calamity Jane (color) (311)*	WB	Nov. 14, '53	101m	Oct. 31	2045	AMYC	A-1	Excellent	
Camels West (c) (3D)	UA	Mar., '54							
Capt. John Smith & Pocahontas (c)	UA	Nov., '53	75m	Nov. 21	2077	AY	A-2	Fair	
Captain Scarlett (color)	UA	Aug. 12, '53	75m	Sept. 26	2007			Average	
Captain's Paradise (Brit.)	UA	Dec. 18, '53	76m	Oct. 10	2021	A	B	Excellent	
Carnival Story, The (c)	RKO	Mar. 27, '54		Dec. 12	(S)2103				
Casanova's Big Night (c) (5316)	Para.	Apr., '54		Feb. 20	(S)2190				
Cavalleria Rusticana (c)	Savini	Dec. 26, '53	60m	Jan. 9	2134			Fair	
Cease Fire! (5308) (3D)	Para.	Jan., '54	75m	Nov. 28	2085	AY	A-1	Excellent	
Champ for a Day (5211)	Rep.	Aug. 15, '53	90m	Sept. 26	2007	A	A-2	Good	
Charge of the Lancers (c)	Col.	Feb., '54	74m			AYMC	A-2	Very Good	
Cheyenne Crossing (5426)	AA	Apr. 11, '54							
China Venture (609)	Col.	Sept., '53	83m	Aug. 29	1966		A-2		
City of Bad Men (color) (328)	20th-Fox	Sept., '53	82m	June 27	1885	AY	A-2	Very Good	
Clipped Wings (5320)	AA	Aug. 30, '53	62m	Nov. 28	2086		A-2	Good	
Combat Squad (613)	Col.	Oct., '53	72m	Oct. 3	2015	AY	A-1	Average	
Command, The (C.S.) (c) (319)	WB	Feb. 13, '54	88m	Jan. 23	2157		A-1	Very Good	
Conquest of Cochise (color) (610)	Col.	Sept., '53	70m	Aug. 22	1957	AY	A-1	Good	
Conquest of Everest (Brit.) (c)	UA	Apr. 23, '54	78m	Dec. 12	2101		A-1	Good	

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S)=synopsis		RATINGS		
				Issue	Page	Nat'l Groups	L. of D.	Herald Review
Cowboy, The (5308) (c)	Lippert	Documentary	Jan. 29, '54	69m	Jan. 9	2134		Excellent
Crazylegs—All American (5224)	Rep.	Elroy Hirsch-Lloyd Nolan	Feb. 15, '54	87m	Oct. 31	2046	AMYC	Very Good
Creature from the Black Lagoon (415-3D, 416-2D)	Univ.	Richard Carlson-Julia Adams	Mar., '54	79m	Feb. 13	2182		Good
Crime Wave (308)	WB	Gene Nelson-Sterling Hayden	Mar. 6, '54	74m	Jan. 16	2142		Good
Crossed Swords (color)	UA	Errol Flynn-Gina Lollobrigida	Not Set		Oct. 31	(S)2047		
Cruel Sea, The (Brit.)	Univ.	Jack Hawkins-Donald Sinden	Aug., '53	121m	Aug. 8	1941	AY	Excellent
Cruisin' Down the River (color) (606)	Col.	Dick Haymes-Audrey Totter	Aug., '53	81m	July 25	1927	AYC	Average
D								
Dangerous Crossing (330)	20th-Fox	Jeanne Crain-Michael Rennie	Aug., '53	75m	July 25	1927	AY	Fair
Dangerous Mission (3D) (c)	RKO	Victor Mature-Piper Laurie	Mar. 6, '54	75m	Feb. 27	2197		Fair
Dangerous When Wet (color) (341)*	MGM	Esther Williams-Fernando Lamas	July 3, '53	95m	May 23	1845	AYC	Excellent
Decameron Nights (color) (461)	RKO	Joan Fontaine-Louis Jourdan	Nov. 16, '53	87m	Nov. 7	2061	A	Excellent
Desperate Moment (Brit.) (386)	Univ.	Mai Zetterling-Dirk Bogarde	Sept., '53	88m	Sept. 5	1981	AY	Very Good
Diamond Queen, The (c) (302)	WB	Fernando Lamas-Arlene Dahl	Nov. 28, '53	80m	Aug. 15	1949	AMYC	Good
Donovan's Brain	UA	Lew Ayres-Nancy Davis	Sept. 30, '53	83m	Oct. 10	2023	A	Fair
Down Laredo Way	Rep.	Rex Allen-Dona Drake	Aug. 5, '53	54m	Aug. 22	1957	AY	Good
Dragonfly Squadron	AA	John Hodiak-Barbara Britton	Mar. 21, '54	83m	Feb. 13	2182		Good
Dragon's Gold	UA	John Archer-Hillary Brooke	Not Set	70m	Jan. 30	2166		Fair
Drums of Tahiti (3D) (c)	Col.	Patricia Medina-Dennis O'Keefe	Jan., '54	73m	Dec. 26	2119	AY	Good
Duffy of San Quentin	WB	Joanne Dru-Paul Kelly	Mar. 13, '54	78m	Feb. 13	2182		Good
E-F								
East of Sumatra (color)	Univ.	Jeff Chandler-Marilyn Maxwell	Sept., '53	82m	Sept. 19	1998	AY	Good
Easy to Love (color) (410)	MGM	Esther Williams-Van Johnson	Dec. 25, '53	96m	Nov. 14	2069	AMYC	Average
Eddie Cantor Story (c) (316)	WB	Keefe Brasselle-Marilyn Erskine	Jan. 30, '54	116m	Dec. 19	2109	AYC	Very Good
El Alamein (620)	Col.	Scott Brady-Rita Moreno	Jan., '54	67m	Dec. 12	2101	AMYC	Fair
El Paso Stampede	Rep.	Alan Rocky Lane	Sept. 8, '53	54m	Oct. 10	2023	AMYC	Fair
Elephant Walk (c)	Para.	Elizabeth Taylor-Dana Andrews	Not Set		Feb. 20	(S)2191		
Enchanted Cottage (472)	RKO	Dorothy McGuire-Robert Young (reissue)	Mar., '54					
Escape from Fort Bravo (color) (409)	MGM	William Holden-Eleanor Parker	Dec. 4, '53	98m	Nov. 7	2061	AY	Very Good
Executive Suite	MGM	Holden-Allyson-Stanwyck-March-Douglas	Apr., '54	104m	Feb. 27	2197		Excellent
Fake, The	UA	Dennis O'Keefe-Coleen Gray	Sept. 25, '53	80m	Oct. 31	2046		Good
Fallen Angel (365)	20th-Fox	Alice Faye-Dana Andrews (reissue)	Nov., '53					
Fanfan the Tulip (Fr.)	UA	Gerard Philipe-Gina Lollobrigida	Dec., '53	96m	May 23	1847		Very Good
Fangs of the Wild (5311)	Lippert	Charles Chaplin, Jr.-Onslow Stevens	Mar. 26, '54		Feb. 20	(S)2191		
Fighter Attack (c)	AA	Sterling Hayden-J. Carol Naish	Nov., '53	80m	Nov. 28	2086		Good
Fighting Lawman (5334)	AA	Wayne Morris	Sept. 20, '53	71m	Oct. 3	2014		Good
Fighting Men (5222)	Lippert	Special Cast	Oct. 9, '53	63m				
Final Test (Brit.)	Continental	Robert Morley-Jack Warner	Jan., '54	84m	Feb. 13	2183		Very Good
5000 Fingers of Dr. T, The (color) (604)	Col.	Peter Lind Hayes-Mary Healy	Aug., '53	88m	June 20	1877	AY	Very Good
Flame and the Flesh (c)	MGM	Lana Turner-Carlos Thompson	May, '54					
Flight Nurse (5301)	Rep.	Joan Leslie-Forrest Tucker	Mar. 1, '54	90m	Nov. 7	2062	AY	Fair
Flight to Tangier (c) (2D-5331, 3D-5306)	Para.	Joan Fontaine-Jack Palance	Nov., '53	90m	Oct. 17	2030	AMC	Fair
Follow the Fleet (487)	RKO	Fred Astaire-Ginger Rogers (reissue)	Oct. 29, '53	110m				
Folly To Be Wise (Brit.)	Fine Arts	Alastair Sim-Marjita Hunt	Dec., '53	91m	Dec. 12	2102	A	Fair
Forbidden (407)	Univ.	Tony Curtis-Joanne Dru	Jan., '54	85m	Nov. 28	2086		Good
Forever Amber (366) (c)	20th-Fox	Linde Darnell-Cornel Wilde (reissue)	Nov., '53	140m				
Forever Female (5312)	Para.	G. Rogers-W. Holden-P. Douglas	Jan., '54	93m	June 6	1861	AY	Excellent
Fort Laramie (c) (419)	Univ.	John Payne-Mari Blanchard	Apr., '54					
French Line (color) (3D)	RKO	Jane Russell-Gilbert Roland	Feb. 8, '54	102m	Jan. 9	2134		Good
From Here to Eternity (616)*	Col.	M. Clift-B. Lancaster-D. Kerr	Sept., '53	118m	Aug. 1	1933	AM	Excellent
Fugitive in Trieste (Ital.)	IFE	Jacques Sernas	Jan., '54	83m	Jan. 30	2167		Fair
G								
Gay Adventure, The	UA	Burgess Meredith-Jean-Pierre Aumont	Aug. 21, '53	82m	Oct. 10	2022		Average
Genevieve (c) (Brit.) (481)	U-I	Dinah Sheridan-John Gregson	Feb., '54	86m	Feb. 20	2190		Excellent
Genoese Dragnet (Ital.) (Eng. Titles)	IFE	Charles Rutherford-Lianella Carell	Mar., '54					
Gentle Gunman, The (Brit.) (388)	U-I	John Mills-Elizabeth Sellars	Oct., '53	86m	Oct. 3	2014	AY	Good
Gentlemen Prefer Blondes (c)* (326)	20th-Fox	Marilyn Monroe-Jane Russell	Aug., '53	91m	July 4	1903	AM	Excellent
Geraldine (5302)	Rep.	John Carroll-Mala Powers	Apr. 1, '54	90m	Dec. 12	(S)2103	AY	Average
Gilbert & Sullivan (color) (Brit.)	UA	Maurice Evans-Robert Morley	Jan. 8, '54	105m	Oct. 31	2045		Excellent
Give a Girl a Break (c) (412)	MGM	Marge & Gower Champion	Jan. 1, '54	82m	Dec. 5	2093	AMYC	Good
Glass Web (2D-402, 3D-401)	Univ.	Edward G. Robinson	Nov., '53	81m	Oct. 17	2029	AM	Very Good
Glenn Miller Story (c) (412)	Univ.	James Stewart-June Allyson	Feb., '54	116m	Jan. 9	2133	AYC	Excellent
Glory Brigade, The (323)	20th-Fox	Victor Mature	July, '53	82m	May 16	1838	AY	Good
Go, Man, Go	UA	Harlem Globetrotters-Dane Clark	Jan., '54	82m	Jan. 23	2157		Excellent
Golden Blade, The (color) (332)	Univ.	Rock Hudson-Piper Laurie	Sept., '53	81m	Aug. 22	1957	AMYC	Excellent
Golden Coach (c) (Ital.-Eng. Dial.)	IFE	Anna Magnani	Jan., '54	105m	Jan. 23	2158		Very Good
Golden Idol, The (5315)	AA	Johnny Sheffield	Jan. 10, '54	70m				
Golden Mask (c)	UA	Wanda Hendrix-Van Heflin	Mar., '54					
Gorilla At Large (c) (3D)	20th-Fox	Cameron Mitchell-Anne Bancroft	May, '54		Jan. 30	(S)2167		
Great Diamond Robbery (419)	MGM	Red Skelton	Jan. 29, '54	69m	Dec. 5	2093	AMY	Good
Great Jesse James Raid (c) (5221)	Lippert	Willard Parker-Barbara Payton	July 17, '53	73m	Aug. 22	1958		Good
Great Sioux Uprising, The (color) (326)	Univ.	Jeff Chandler-Faith Domergue	July, '53	80m	June 27	1886	AY	Good
Greatest Love, The (Ital.-Eng. Dial.)	IFE	Ingrid Bergman-Alexander Knox	Jan., '54	113m	Jan. 16	2142		Good
Gun Belt (color)	UA	George Montgomery-Tab Hunter	July 24, '53	77m	July 18	1918	AYC	Good
Gun Fury (c) (3D) (617)	Col.	Rock Hudson-Donna Reed	Nov., '53	83m	Oct. 24	2037	AY	Good
Gypsy Colt (419) (c)	MGM	Donna Corcoran-Frances Dee	Apr. 2, '54	72m	Jan. 30	2165		Good
H								
Half a Hero (401)	MGM	Red Skelton-Jean Hagen	Sept. 4, '53	71m	Aug. 1	1933	AY	Good
Heat Wave (5310)	Lippert	Alex Nicol-Hillary Brooke	Apr. 9, '54					
Haidi (Swiss)	UA	Elisbeth Sigmund	Apr., '54	98m	Dec. 26	2118	AYC	Very Good
Hail and High Water (c) (CS)	20th-Fox	Richard Widmark-Bella Darvi	Feb., '54	103m	Feb. 6	2173		Excellent
Hall's Half Acre	Rep.	Wendell Corey-Evelyn Keyes	Not Set	91m	Feb. 13	2183		Fair
Here Come the Girls (5309) (c)*	Para.	Hope-Clooney-Dahl-Martin	Dec., '53	78m	Oct. 24	2037	AM	Very Good
Highway Dragnet	AA	Richard Conte-Joan Bennett	Jan., '54	71m	Jan. 30	2166		Good
His Majesty O'Keefe (c) (315)	WB	Burt Lancaster-Joan Rice	Jan. 16, '54	93m	Jan. 2	2125	AY	Very Good
Holly and the Ivy (Brit.)	Pacemaker	Ralph-Richardson-Celia Johnson	Feb., '54	80m	Feb. 13	2183		Excellent
Hollywood Thrill-Makers (5321)	Lippert	James Gleason	Jan. 15, '54	60m	Feb. 20	(S)2191		

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Hondo (3D) (312)* Horse's Mouth (Brit.) Hot News (5327) Houdini (color) (5223) How to Marry a Millionaire (c) (CS)* (336)	WB Mayer-Kingsley AA Para. 20th-Fox	John Wayne-Geraldine Page Robert Beatty Stanley Clements Tony Curtis-Janet Leigh Grable-Monroe-Bacall	Jan. 2, '54 Jan., '54 Oct. 11, '53 July, '53 Nov., '53	83m 77m 61m 106m 96m	Nov. 28 Jan. 23 Nov. 28 May 23 Nov. 14	2085 2158 2087 1845 2070	AYC AMYC AY	A-1 A-1 A-1 A-2	Excellent Good Good Very Good Excellent
I									
I, the Jury (3D) Indiscretion of an American Wife Inferno (color) (3D) (346) Intimate Relations (Fr.-Eng. Dial.) Iron Mask (5313) Island in the Sky (301) It Should Happen to You It Started in Paradise (Brit.) (color)	UA Col. 20th-Fox Carroll Lippert WB Col. Astor	Bill Elliott-Peggie Castle Jennifer Jones-Montgomery Clift Robert Wayne-Rhonda Fleming Harold Warrender-Marian Spencer Douglas Fairbanks (reissue) John Wayne-Lloyd Nolan Judy Holliday-Peter Lawford Jane Hylton-Ian Hunter	Aug. 14, '53 Not Set Nov., '53 Feb., '54 Sept. 18, '53 Sept. 5, '53 Mar., '54 July, '53	87m 83m 85m 73m 109m 87m 90m	July 25 Not Set July 25 Feb. 20 Aug. 8 Jan. 16 Aug. 22	1926 1925 2190 1941 2141 1958	A AY AY AY	B A-2 A-1 A-2	Fair Excellent Very Good Excellent Very Good Fair
J									
Jack Slade (5406) Jennifer (5407) Jesse James vs. Daltons (c) (3D) Jivaro (5311) (c) Joe Louis Story, The Jubilee Trail (c) Julius Caesar	AA AA Col. Para. UA Rep. MGM	Mark Stevens Ida Lupino-Howard Duff Brett King-Barbara Lawrence Fernando Lamas-Rhonda Fleming Coley Wallace-James Edwards Vera Ralston-Forrest Tucker Brando, Calhern, Garson, Kerr, Mason	Nov. 8, '53 Oct. 25, '53 Feb., '54 Jan., '54 Sept. 18, '53 Jan. 15, '54 Spec.	90m 73m 65m 91m 88m 103m 121m	Oct. 24 Oct. 31 Jan. 23 Jan. 23 Oct. 3 Jan. 23 June 6	2037 (S)2047 2158 2157 2013 2158 1861	AMY AY AY AYC AY AY	A-2 A-2 A-2 A-2 A-1 Good A-1	Excellent Good Good Excellent Good Superior
K-L									
Key Largo (309) Keys of the Kingdom Kid from Left Field, The (325) Kid from Outer Space Killer Ape Killers From Space King of the Khyber Rifles (c) (CS)* Kiss Me Kate (c) (3D) (408)* Knights of the Round Table (c) (CS) (413)* Knock on Wood (color) La Favorita (Ital.) La Traviata (c) Last of the Pony Riders (593) Last Posse, The (535) Latin Lovers (color) (348) Let's Do It Again (color) (533) Lili (color) (342)* Limping Man (5318) Lion Is in the Streets (color) (305) Little Boy Lost (5304)* Little Caesar (317) Little Fugitive Living Desert, The (c)* Long, Long Trailer, The (c) (416) Loophole (5414) Louisiana Territory (3D) (color) (405) Lucky Five (Ital.) Lure of the Sila (Ital.-Eng. Dub.)	WB 20th-Fox 20th-Fox 20th-Fox Col. RKO 20th-Fox MGM MGM Para. IFE Savini Col. Col. MGM Col. MGM Lippert WB Para. WB Burstyn Disney MGM AA RKO IFE IFE	Robinson-Bogart-Bacall (reissue) Gregory Peck-Thomas Mitchell (reissue) Dan Dailey-Anne Bancroft Thelma Ritter-Jeffrey Hunter Johnny Weissmuller Peter Graves-Barbara Bestar Tyrone Power-Terry Moore Kathryn Grayson-Howard Keel Robert Taylor-Ava Gardner Danny Kaye-Mai Zetterling Paolo Silveri Lucia Evangelis-Giulio Gari Gene Autry Broderick Crawford-John Derek Lana Turner-Ricardo Montalban Jane Wyman-Ray Milland Leslie Caron-Mel Ferrer Lloyd Bridges James Cagney-Barbara Hale Bing Crosby-Claude Dauphin Edward G. Robinson (reissue) Richie Andrusco True Life Adventure Lucille Ball-Desi Arnaz Barry Sullivan Documentary Aldo Fabrizi Silvano Mangano	Nov. 7, '53 (reissue) Jan., '54 July, '53 Apr., '54 Dec., '53 Jan. 23, '54 Jan., '54 Nov. 26, '53 Jan. 15, '54 Not Set Oct., '53 Dec. 26, '53 Nov., '53 July, '53 Aug. 28, '53 July, '53 July 10, '53 Dec. 11, '53 Oct. 3, '53 Oct., '53 Feb. 6, '54 Oct. 6, '53 Nov., '53 Feb. 19, '54 Mar. 28, '54 Oct. 16, '53 Nov., '53 Dec. 25, '53	101m 137m 87m 68m 71m 99m 109m 115m 78m 60m 59m 73m 104m 95m 81m 76m 88m 95m 80m 75m 73m 96m 80m 65m 85m 74m	Nov. 21 Jan. 30 Dec. 26 Oct. 31 Dec. 26 Nov. 7 Oct. 31 Jan. 9 Nov. 7 June 13 July 25 June 20 Mar. 14 Dec. 26 Sept. 12 July 11 Oct. 10 Oct. 10 Jan. 9 Feb. 20 Oct. 17 Dec. 5 Jan. 9	2077 2166 2117 2045 2117 (S)2063 2047 2134 2062 1870 1926 AY 1757 2119 1989 1909 2021 2021 2133 2189 2030 2094 2134	AMYC AMC AY AYC		

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Moon Is Blue, The	UA	William Holden-David Niven	July 17,'53	99m	June 13	1869		C	Very Good
Moonlighter, The (3D) (303)	WB	Barbara Stanwyck-Fred MacMurray	Sept. 19,'53	77m	Sept. 19	1998	A	A-2	Good
Murder on Monday (Brit.)	Mayer-Kingsley	Ralph Richardson-Margaret Leighton	Oct., '53	85m	Oct. 10	2022		A-1	Very Good
My Heart Goes Crazy (Brit.) (c)	UA	Sid Field-Greta Gynt	July 22,'53	70m	Aug. 1	1935		A-1	Average
N									
Naked Jungle, The (c) (5315)	Para.	Eleanor Parker-Charlton Heston	Mar., '54	95m	Feb. 13	2181			Good
Nebraskan, The (color) (3D) (618)	Col.	Phil Carey-Roberta Haynes	Dec., '53	68m	Nov. 7	2062	AY	A-2	Fair
New Faces (c) (CS)	Fox	Eartha Kitt-Robert Clary	Feb., '54	98m	Feb. 20	2189			Excellent
Night Is My Kingdom, The (Fr.)	Davis	Jean Gabin-Simone Valera	Sept., '53	109m	Aug. 8	1943		A-2	Good
Night People (c) (CS)	Fox	Gregory Peck-Rita Gam	Mar., '54		Feb. 20	(S)2191			
Night Without Stars (Brit.) (322)	RKO	David Farrar-Nadia Gray	July, '53	75m	July 4	1902		A-2	Fair
99 River Street	UA	John Payne-Evelyn Keyes	Sept. 11,'53	83m	Aug. 29	1965	A	B	Good
No Escape	UA	Low Ayres-Sonny Tufts	Sept., '53	76m	Aug. 1	1934	A	A-2	Fair
Norman Conquest (5303)	Lippert	Tom Conway-Eva Bartok	Sept. 11,'53	79m					
Northern Patrol (5330)	AA	Kirby Grant	July 12,'53	63m	July 18	1919		A-1	Fair
O-P									
Othello	UA	Orson Welles-Fay Compton	Jan., '54		Jan. 9	(S)2135	AMY		
Out of the Past (488)	RKO	Robert Mitchum-Kirk Douglas (reissue)	Oct. 29,'53	97m					
Overcoat (Ital.)	Times	Renato Rascel	Oct., '53	96m	Oct. 17	2031		B	Very Good
Overland Pacific (c)	UA	Jack Mahoney-Peggie Castle	Feb., '54	73m	Feb. 13	2182			Good
Pack Train (575)	Col.	Gene Autry-Smiley Burnette	July, '53	57m	June 27	1887	AYC		Good
Paratrooper (619) (c)	Col.	Alan Ladd-Leo Genn	Jan., '54	87m	Dec. 26	2118	AY		Very Good
Paris Model (621)	Col.	Marilyn Maxwell-Paulette Goddard	Nov., '53	59m	Nov. 7	2062	A	B	Fair
Paris Playboys (5418)	AA	Leo Gorcey-Hunt Hall	Mar. 7,'54	62m	Jan. 30	(S)2167			
Passionate Sentry, The (Brit.)	Fine Arts	Valerie Hobson-Nigel Patrick	Nov., '53	85m	Oct. 31	2047		A-2	Fair
Path to the Kingdom (Span.)	Master	Dominique Blanchard	Jan., '54	85m	Dec. 19	2110		A-1	Good
Personal Affair (Brit.)	UA	Gene Tierney-Leo Genn	Feb., '54	82m	Jan. 9	2133	AY	A-2	Good
Phantom of the Rue Morgue (3D)	WB	Karl Malden-Patricia Medina	Not Set	84m					
Pickwick Papers (Brit.)	Mayer-Kingsley	Nigel Patrick-James Hayter	Feb., '54	109m				A-1	
Pinocchio (c) (493)	RKO	Disney Feature	(reissue) Apr., '54						
Plunder of the Sun	WB	Glenn Ford-Diana Lynn	Aug. 29,'53	81m	Aug. 8	1942	AY	A-2	Good
Pride of the Blue Grass (c) (5410)	AA	Lloyd Bridges-Vera Miles	Apr. 4,'54	71m	Feb. 20	2189			Fair
Prince Valiant (c) (CS)	20th-Fox	Robert Wagner-Janet Leigh	Apr., '54		Dec. 5	(S)2094			
Prisoners of the Casbah (c) (622)	Col.	Gloria Grahame-Cesar Romero	Nov., '53	78m	Nov. 7	2062	AY	A-2	Fair
Private Eyes (5321)	AA	Bowery Boys	Dec. 6,'53	64m	Dec. 5	(S)2094		A-2	
Project M-7 (483) (Brit.)	U-I	Phyllis Calvert	Nov., '53	86m	Nov. 28	2087	AY	A-1	Fair
Project Moon Base (5315)	Lippert	Donna Martell-Ross Ford	Sept. 4,'53	63m	Sept. 5	1982			Fair
Public Enemy (318)	WB	Jean Harlow-James Cagney (reissue)	Feb. 6,'54	83m				B	
Q-R									
Queen of Sheba (Ital-Eng.) (5325)	Lippert	Gino Cervi-Leonora Ruffo	Feb. 12,'54	99m	Nov. 14	2070		A-2	Fair
Quo Vadis (c) (411)	MGM	Robert Taylor-Deborah Kerr (reissue)	Jan., '54						
Rachel and the Stranger (469)	RKO	Loretta Young-William Holden (reissue)	Feb., '54						
Racing Blood (c)	20th-Fox	Bill Williams-Jean Porter	Mar., '54						
Red Garters (c) (5314)	Para.	Rosemary Clooney-Jack Carson	Mar., '54	91m	Feb. 6	2173			Very Good
Red River Shore (5234)	Rep.	Rex Allen	Dec. 15,'53	54m	Dec. 26	2118	AMYC	A-1	Good
Return to Paradise (c)	UA	Gary Cooper-Roberta Haynes	July 10,'53	100m	July 25	1925	AM	B	Very Good
Rhapsody (420) (c)	MGM	Elizabeth Taylor-Vittorio Gassman	Apr. 16,'54	115m	Feb. 13	2181			Excellent
Ride Clear of Diablo (c) (413)	Univ.	Audie Murphy-Susan Cabot	Mar., '54	81m	Feb. 6	2173		A-2	Very Good
Ride Vaquero (c) (343)	MGM	Robert Taylor-Ava Gardner	July 17,'53	90m	June 20	1879	AMY	A-2	Fair
Riders to the Stars (c)	UA	Richard Carlson-Herbert Marshall	Jan. 29,'54	81m			AY	A-1	
Riot in Cell Block 11	AA	Neville Brand-Leo Gordon	Feb. 28,'54	80m	Feb. 13	2181			Excellent
River of No Return (c) (CS)	20th-Fox	Robert Mitchum-Marilyn Monroe	May, '54						
Road House (355)	20th-Fox	Richard Widmark-Ida Lupino (reissue)	July, '53	95m					
Rob Roy (c) (Brit.) (494)	Disney-RKO	Richard Todd-Glynis Johns	Feb. 27,'54	89m	Nov. 28	2086	AMYC	A-1	Good
Robe, The (C.S.) (c) (335)*	20th-Fox	Victor Mature-Jean Simmons	Oct., '53	135m	Sept. 26	2005	AYC	A-1	Superior
Roman Holiday (5301)*	Para.	Gregory Peck-Audrey Hepburn	Sept., '53	119m	July 4	1901	AMYC	A-2	Excellent
Rose Bowl Story (5204)	Allied	Marshall Thompson (reissue)	Sept. 6,'53	73m					
Rose Marie (CS) (c) (418)	MGM	Blyth-Keel-Lamas-Main	Mar. 19,'54		Feb. 20	(S)2191			
Royal African Rifles, The (c) (5403)	AA	Louis Hayward-Veronica Hurst	Sept. 27,'53	75m	Oct. 3	2015		A-1	Average
S									
Seadial (c) (415)	MGM	Cornel Wilde-Mel Ferrer	Feb. 5,'54	82m	Jan. 2	2125		A-1	Good
Sabra Jet (c)	UA	Robert Stack-Coleen Gray	Sept. 4,'53	96m	Sept. 12	1989	AY	A-1	Good
Saginaw Trail (576)	Col.	Gene Autry	Sept., '53	56m	Aug. 29	1966	AY	A-1	Good
Sailor of the King (327)	20th-Fox	Jeffrey Hunter-Michael Rennie	Aug., '53	83m	July 18	1917	AY	A-2	Excellent
Saskatchewan (414) (c)	Univ.	Alan Ladd-Shelley Winters	Mar., '54	87m	Feb. 27	2197			Very Good
Scarlet Spear, The	UA	John Archer-Martha Hyers	Mar., '54						
See Around Us, The (c) (403)	RKO	Documentary	July 11,'53	61m	Jan. 17	1686	AYC	A-1	Very Good
Sea of Lost Ships (5213)	Rep.	John Derek-Wanda Hendrix	Feb., '54	85m	Oct. 31	2046	AMYC	A-1	Good
Second Chance (c) (3D)* (403)	RKO	Robert Mitchum-Linda Darnell	July 18,'53	82m	July 18	1919	AMY	A-2	Very Good
Secret Document—Vienna (Fr.)	Davis	Frank Villard-Renee St. Cyr	Feb. 15,'54	90m	Jan. 30	2166			Fair
Shadow Man (5316)	Lippert	Cesar Romero	Oct. 16,'53						
Shadows of Tombstone	Rep.	Rex Allen	Sept. 28,'53	54m	Oct. 10	2022			Good
Shane (c) (5225)*	Para.	Alan Ladd-Jean Arthur	Aug., '53	117m	Apr. 18	1797	AY	A-2	Excellent
Shark River (c)	UA	Steve Cochran-Carole Mathews	Nov., '53	80m	Nov. 7	2062	AMYC	A-2	Fair
She Couldn't Say No	RKO	Jean Simmons-Robert Mitchum	Feb. 15,'54	89m	Jan. 16	2141			Good
Siege at Red River (c)	20th-Fox	Van Johnson-Joanne Dru	Apr., '54		Dec. 19	(S)2111			
Singin' in the Corn	Col.	Judy Canova-Allen Jenkins (reissue)	Jan., '54	64m					
Sins of Jezebel (c) (5225)	Lippert	Paulette Goddard	Oct. 23,'53	74m	Nov. 28	2086		B	Good
Sky Commando (542)	Col.	Dan Duryea-Frances Gifford	Sept., '53	69m	Aug. 22	1958	AY	A-1	Fair
Slaves of Babylon (525) (c)	Col.	Richard Conte-Linda Christian	Oct., '53	82m			AY		
So Big (307)*	WB	Jane Wyman-Sterling Hayden	Oct. 31,'53	101m	Oct. 3	2013	AMYC	A-1	Excellent
So Little Time (Brit.)	MacDonald	Maria Schell-Marius Goring	July, '53	89m	Aug. 8	1942			Very Good
So This Is Love (color)	WB	Kathryn Grayson-Walter Abel	Aug. 15,'53	101m	July 18	1917	AY	A-1	Excellent

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Something Money Can't Buy (Brit.)	Univ.	Patricia Roc-Anthony Steel	Oct. '53	Oct. 3	2015	AY	A-2	Fair	
Son of Sinbad (color) (3D)	RKO	Dale Robertson-Peggie Castle	Apr. 3, '54	Jan. 30	(S)2167				
Song of the Land (color)	UA	Nature	Nov. '53	Nov. 28	2087	AY	A-1	Good	
Spaceways (5301)	Lippert	Howard Duff-Eva Bartok	Aug. 7, '53	July 4	1902			Good	
Spice of Life (Fr.)	Mayer-Kingsley	Noel-Noel	Jan. '54	Jan. 16	2142		A-2	Excellent	
Stage Door (483)	RKO	Kath. Hepburn-Ginger Rogers (reissue)	Aug. 5, '53						
Stalag 17 (5224)*	Para.	William Holden-Don Taylor	July '53	May 9	1829	AY	A-2	Excellent	
Stand at Apache River (color) (331)	Univ.	Stephen McNally-Julia Adams	Sept. '53	Aug. 15	1949	A			
Steel Lady, The	UA	Rod Cameron-Tab Hunter	Oct. '53	Oct. 17	2030	AY	A-1	Fair	
Stranger on the Prowl	UA	Paul Muni-Joan Lorring	Nov. 2, '53	Nov. 14	2069		A-2	Good	
Stranger Wore a Gun (3D) (c) (605)	Col.	Randolph Scott-Claire Trevor	Aug. '53	Aug. 8	1943	AY	A-1	Average	
Student Prince, The (CS) (c)	MGM	Ann Blyth-Edmund Purdon	May '54						
Sweethearts on Parade (color) (5210)	Rep.	Ray Middleton-Lucille Norman	July 15, '53	Aug. 1	1934	AYC	A-1	Good	
Sword and the Rose, The (color) (491)	RKO	Richard Todd-Glynis Johns	Aug. 15, '53	July 4	1901	AYC	A-2	Very Good	
T									
Take the High Ground (color) (406)	MGM	Richard Widmark-Karl Malden	Oct. 30, '53	Sept. 26	2006	AY	A-2	Very Good	
Tall in the Saddle (471)	RKO	John Wayne (reissue)	Mar. '54						
Tanga Tika (color)	Schaefer	All Native Cast	Nov. '53	Oct. 10	2022		B	Excellent	
Taza, Son of Cochise (c)									
(410—3D, 411—2D)	Univ.	Rock Hudson-Barbara Rush	Feb. '54	Jan. 30	2165		A-1	Good	
Tennessee Champ (417) (c)	MGM	Shelley Winters-Dewey Martin	Mar. 5, '54	Feb. 20	2189			Good	
Terror on a Train (402)	MGM	Glenn Ford-Anne Vernon	Sept. 18, '53	July 25	1926	AY	A-1	Good	
Terror Street (5304)	Lippert	Dan Duryea	Dec. 4, '53	Dec. 5	2093			Good	
Texas Badman (5335)	AA	Wayne Morris	Dec. 20, '53	Nov. 14	(S)2071		A-1		
Those Redheads from Seattle (color)									
(2D-5329, 3D-5305)	Para.	Rhonda Fleming-Gene Barry	Oct. '53	Sept. 26	2006	AY	A-2	Very Good	
Three Girls from Rome (Ital.-Eng. Dub.)	IFE	Lucia Bose-Cosetta Greco	Aug. '53	Aug. 1	1934		A-2	Very Good	
Three Sailors and a Girl (c) (314)*	WB	Jane Powell-Gordon MacRae	Dec. 26, '53	Nov. 28	2085	AY	B	Good	
Three Young Texans (c)	20th-Fox	Mitzi Gaynor-Jeff Hunter	Jan. '54	Jan. 16	2142	AMY	A-2	Fair	
Thunder Bay (color) (327)	Univ.	James Stewart-Joanne Dru	Aug. '53	May 9	1829	AY	A-2	Excellent	
Thunder Over the Plains (c) (313)	WB	Randolph Scott-Phyllis Kirk	Dec. 12, '53	Nov. 7	2061	AMYC	A-1	Good	
Thy Neighbor's Wife	20th-Fox	Hugo Haas-Cleo Moore	Oct. '53	Sept. 26	2207	A	B	Good	
Time Gentlemen Please (Brit.)	Union	Eddie Byrne-H. Baddaly	Sept. '53	Oct. 10	2022			Good	
Times Gone By (Ital.)	I.F.E.	Vittorio de Sica-Gina Lollobrigida	Sept. '53	Aug. 1	1935		C	Good	
Titfield Thunderbolt (c) (387) (Brit.)	Univ.	Stanley Holloway	Oct. '53	Oct. 3	2014	AYC	A-1	Excellent	
Top Banana (c)	UA	Phil Silvers-Rose Marie	Feb. '54	Jan. 30	2165			Very Good	
Topeka (5325)	AA	Bill Elliott	Aug. 9, '53	Sept. 19	1998			Fair	
Torch Song (c) (405)*	MGM	Joan Crawford-Michael Wilding	Oct. 23, '53	Oct. 3	2014	AY	A-2	Good	
Trail of the Arrow	AA	Guy Madison-Andy Devine	Aug. 25, '53	Sept. 5	1981		A-1	Fair	
Treasure of Sierra Madre (310)	WB	Humphrey Bogart (reissue)	Nov. 7, '53						
Trent's Last Case (Brit.) (5212)	Rep.	Michael Wilding-Margaret Lockwood	Jan. 1, '54	Oct. 17	2030	AY	A-2	Fair	
Tumbleweed (color) (405)	Univ.	Audie Murphy-Lori Nelson	Dec. '53	Nov. 21	2077	AMC	A-1	Very Good	
Turn the Key Softly (Brit.)	Astor	Yvonne Mitchell-Terence Morgan	Not Set	Jan. 30	2166			Good	
U-V									
Undercover Agent (5306)	Lippert	Dermot Walsh-Hazel Court	Oct. 2, '53	Dec. 5	2094			Fair	
Untamed Breed (614)	Col.	Sonny Tufts-Barbara Britton (reissue)	Sept. '53						
Valley of Headhunters (608)	Col.	Johnny Weissmuller	Aug. '53	July 25	1926	AY	A-1	Good	
Valley of the Sun (470)	RKO	Lucille Ball-James Craig (reissue)	Feb. '54						
Veils of Bagdad (color) (404)	Univ.	Victor Mature-Mari Blanchard	Nov. '53	Oct. 3	2014	AY	B	Good	
Vice Squad	UA	Edw. G. Robinson-Paulette Goddard	July 31, '53	July 18	1917	AY	A-2	Very Good	
Vicki	20th-Fox	Jeanne Crain-Jean Peters	Oct. '53	Sept. 12	1989	AM	A-2	Fair	
Vigilantes Terror (5422)	AA	Bill Elliott-Mary Ellen Kay	Nov. 15, '53	Oct. 17	(S)2031				
Village, The	UA	John Justin-Eva Dahlbeck	Oct. 23, '53	Oct. 17	2029	AY	A-1	Good	
Violated	Palace	Wim Holland	Dec. '53	Dec. 12	2102		C	Fair	
W									
Walking My Baby Back Home (406) (c)	Univ.	Donald O'Connor-Janet Leigh	Dec. '53	Nov. 14	2069	AY	B	Very Good	
War Arrow (c) (408)	Univ.	Jeff Chandler-Maureen O'Hara	Jan. '54	Dec. 12	2101	AY	A-1	Good	
War of the Worlds (c) (5303)	Para.	Gene Barry-Ann Robinson	Oct. '53	Feb. 28	1742	AY	A-1	Excellent	
War Paint (color)	UA	Robert Stack-Joan Taylor	Aug. 28, '53	July 4	1903	AY		Good	
We Want a Child (5324)	Lippert	Special Cast	Feb. 19, '54						
White Fire (5317)	Lippert	Scott Brady-Mary Castle	Jan. 1, '54	Feb. 13	2183			Fair	
White Hell of Pitz Palu (Ital.-Eng. Dub.)	IFE	Hans Albers	Nov. '53	Nov. 21	2077			Good	
White Witch Doctor (color) (324)	20th-Fox	Susan Hayward-Robert Mitchum	July '53	June 20	1877	AYC	A-1	Very Good	
Wicked Woman	UA	Beverly Michael-Richard Egan	Jan. 8, '54	Nov. 28	2087		B	Good	
Wild One (623)	Col.	Marlon Brando-Mary Murphy	Feb. '54	Dec. 26	2118	A	B	Good	
Will Any Gentleman? (Brit.)	Stratford	George Cole-Veronica Hurst	Feb. '54						
Wings of the Hawk (c)									
(2D-336, 3D-330)	Univ.	Van Heflin-Julia Adams	Sept. '53	Sept. 5	1981	AY	A-2	Very Good	
Without Reservations (484)	RKO	Claudette Colbert (reissue)	Aug. 5, '53						
Witness to Murder	UA	Barbara Stanwyck-George Sanders	Apr. '54						
World for Ransom (5408)	AA	Dan Duryea	Jan. 31, '54	Feb. 13	2182			Fair	
X-Y-Z									
Yank in the R.A.F. (367)	20th-Fox	Tyrone Power-Betty Grable (reissue)	Nov. '53						
Yankee Pasha (c) (417)	Univ.	Jeff Chandler-Rhonda Fleming	Apr. '54						
Yellow Balloon (5430) (Brit.)	AA	Andrew Ray-Kathleen Ryan	Oct. 4, '53	Dec. 5	2094			Fair	
Yesterday & Today	UA	Documentary	Dec. 2, '53	Nov. 14	2070	AY	A-1	Good	
Young Caruso, The (Ital.-Eng. Dub.)	IFE	Ermanno Randi-Gina Lollobrigida	Sept. '53	Aug. 8	1942		A-2	Good	
Yukon Vengeance (5331)	AA	Kirby Grant-Mary E. Kay	Jan. 17, '54	Jan. 16	(S)2142				

FEATURES LISTED BY COMPANIES — PAGE 2149, ISSUE OF JANUARY 16, 1954
SHORT SUBJECTS CHART APPEARS ON PAGES 2198-2199, ISSUE OF FEBRUARY 27, 1954

FILM BUYERS RATING

Film buyers of independent circuits in the U. S. rate current product on the basis of its performance in their theatres. This report covers 133 attractions, 6,350 playdates.

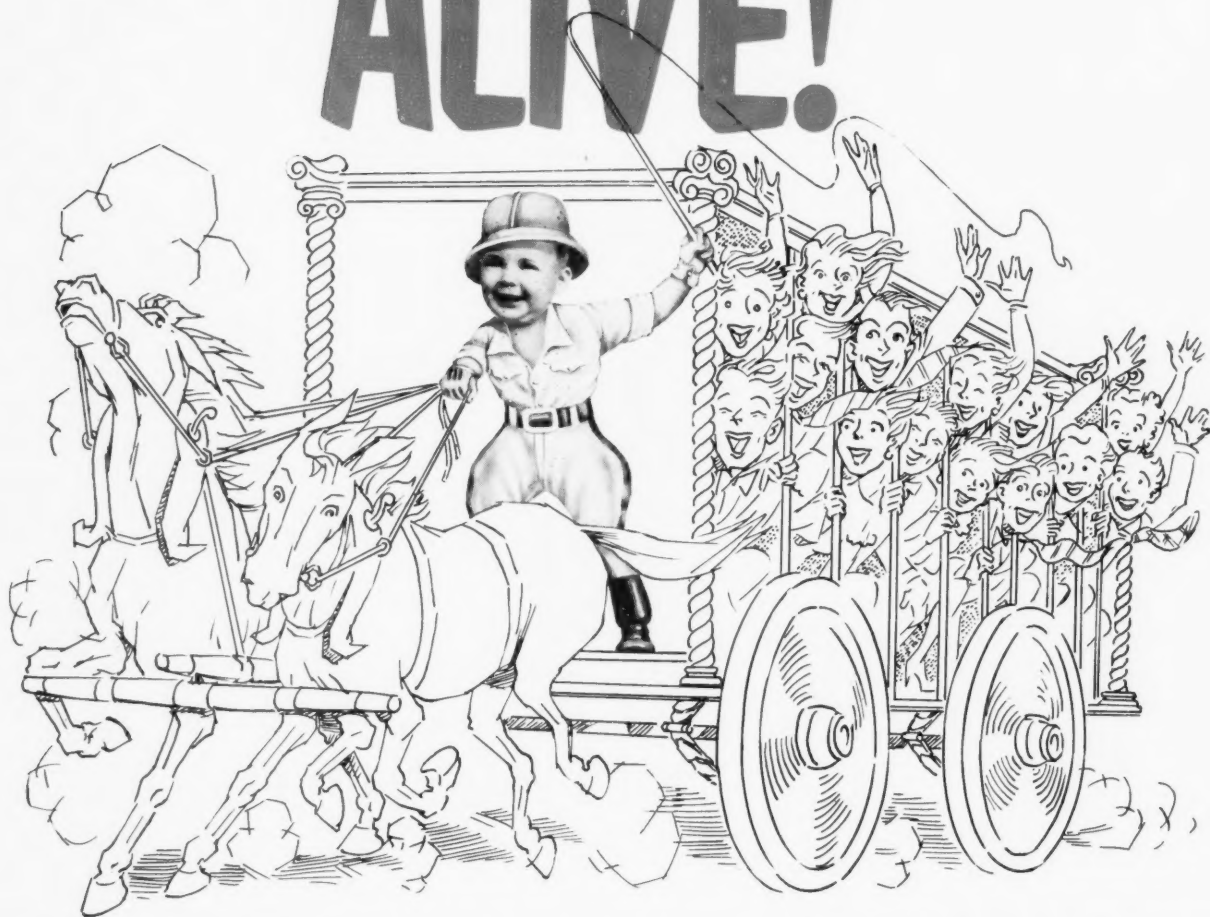
Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (*) indicates attractions which are listed for the last time.

EX means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

	EX	AA	AV	BA	PR
A. & C. Meet Dr. Jekyll & Mr. Hyde (Univ.)	—	11	40	15	6
Actress, The (MGM)	—	—	3	19	35
Affair in Monte Carlo (AA)	—	—	—	3	2
Affairs of Dobie Gillis, The (MGM)	—	2	10	19	2
All-American (Univ.)	—	13	29	14	14
All the Brothers Were Valiant (MGM)	—	16	42	31	1
Appointment in Honduras (RKO)	—	5	11	6	8
Arrowhead (Para.)	—	17	42	14	—
Back to God's Country (Univ.)	1	9	38	14	4
Bad for Each Other (Col.)	—	—	2	4	1
Band Wagon, The (MGM)	4	12	36	49	23
†Beneath the 12-Mile Reef (20th-Fox)	10	—	—	—	—
Big Heat (Col.)	1	21	25	12	3
Big Leaguer, The (MGM)	—	—	12	24	8
Blowing Wild (WB)	8	19	33	32	6
Blueprint for Murder, A (20th-Fox)	—	—	8	6	1
Border River (Univ.)	—	1	7	5	1
Botany Bay (Para.)	—	1	27	28	4
†Boy from Oklahoma (WB)	14	1	2	2	—
Caddy, The (Para.)	10	58	34	6	1
Calamity Jane (WB)	3	48	30	8	1
Captain's Paradise (UA)	7	1	—	—	—
Champ for a Day (Rep.)	—	—	1	—	4
Charge at Feather River, The (WB)	8	10	9	13	7
China Venture (Col.)	—	2	1	2	—
City of Bad Men (20th-Fox)	—	8	51	28	4
Clipped Wings (AA)	—	8	7	1	—
Conquest of Cochise (Col.)	—	1	8	14	5
Crazylegs—All-American (Rep.)	—	2	7	2	1
Cruel Sea, The (Univ.)	2	14	11	2	2
Cruisin' Down the River (Col.)	1	4	21	31	9
Dangerous Crossing (20th-Fox)	—	—	9	11	6
Dangerous When Wet (MGM)	5	44	65	18	—
Decameron Nights (RKO)	—	—	—	4	5
Diamond Queen, The (WB)	—	—	4	2	3
East of Sumatra (Univ.)	—	17	28	15	5
Easy to Love (MGM)	16	5	16	2	—
Eddie Cantor Story (WB)	1	6	2	1	3
Escape from Fort Bravo (MGM)	—	4	18	25	3
†Fighter Attack (AA)	—	—	4	—	1
5,000 Fingers of Dr. T, The (Col.)	—	—	1	1	8
*Flame of Calcutta (Col.)	—	—	1	—	5
Flight Nurse (Rep.)	1	5	11	7	2
Flight to Tangier (Para.)	—	1	8	13	8
Forbidden (Univ.)	—	—	6	9	1
*Francis Covers the Big Town (Univ.)	7	40	28	11	—
From Here to Eternity (Col.)	43	32	4	2	5
Gentlemen Prefer Blondes (20th-Fox)	45	43	14	17	1
Give a Girl a Break (MGM)	—	4	13	14	2
Glass Web, The (Univ.)	—	1	4	3	8
*Glory Brigade, The (20th-Fox)	—	6	18	12	9
Go, Man, Go (UA)	3	8	2	—	—
Golden Blade, The (Univ.)	—	5	19	16	3
Great Jesse James Raid (Lippert)	—	3	6	6	—
Gun Belt (UA)	2	8	21	6	—
Gun Fury (Col.)	—	3	8	2	1
Half a Hero (MGM)	—	8	22	21	19
Here Come the Girls (Para.)	2	5	19	25	10
His Majesty O'Keefe (WB)	1	6	4	1	1
Hondo (WB)	49	12	2	—	1
Houdini (Para.)	9	43	31	16	—
How to Marry a Millionaire (20th-Fox)	20	3	—	1	—

	EX	AA	AV	BA	PR
I, the Jury (UA)	1	5	11	21	3
Inferno (20th-Fox)	1	4	18	9	20
Island in the Sky (WB)	—	32	38	48	16
Joe Louis Story, The (UA)	—	1	1	6	—
King of the Khyber Rifles (20th-Fox)	2	5	1	—	1
Kiss Me Kate (MGM)	5	16	16	14	9
†Knights of the Round Table (MGM)	4	—	1	1	2
Last Posse, The (Col.)	—	1	5	18	12
Latin Lovers (MGM)	3	1	12	40	39
Lili (MGM)	8	31	21	25	11
Lion Is in the Streets, A (WB)	—	1	16	30	31
Little Boy Lost (Para.)	19	49	23	3	1
†Little Fugitive (Burstyn)	3	—	2	—	—
Man from the Alamo (Univ.)	—	18	9	19	13
Marry Me Again (RKO)	—	2	3	15	9
Martin Luther (de Rochemont)	17	14	2	—	—
Master of Ballantrae, The (WB)	1	3	16	36	12
*Maze, The (AA)	1	2	8	12	4
Melba (UA)	—	—	—	10	2
Miss Sadie Thompson (Col.)	8	1	2	—	—
Mission Over Korea (Col.)	—	7	3	5	6
Mister Scoutmaster (20th-Fox)	3	17	53	31	11
Mogambo (MGM)	37	65	22	3	1
Moon Is Blue, The (UA)	42	32	25	15	4
Moonlighter, The (WB)	—	2	11	12	19
Nebraskan, The (Col.)	—	2	4	3	—
99 River Street (UA)	1	1	11	12	—
No Escape (UA)	—	—	—	8	1
Paratrooper (Col.)	—	8	7	1	1
Paris Model (Col.)	—	—	2	3	—
Plunder of the Sun (WB)	—	9	12	36	7
Private Eyes (AA)	—	2	4	—	—
*Return to Paradise (UA)	—	14	35	55	3
Robe, The (20th-Fox)	53	7	2	—	—
Roman Holiday (Para.)	—	14	40	37	7
Sabre Jet (UA)	1	17	26	12	5
Sailor of the King (20th-Fox)	—	—	1	6	5
Salome (Col.)	11	61	35	12	1
Sea Around Us, The (RKO)	1	5	13	1	—
Sea of Lost Ships (Rep.)	—	1	4	7	—
Second Chance (RKO)	2	8	19	12	7
Shane (Para.)	56	45	6	2	—
Shark River (UA)	—	14	7	1	4
Sins of Jezebel (Lippert)	—	2	7	5	—
Sky Commando (Col.)	—	4	4	—	1
Slaves of Babylon (Col.)	—	1	3	2	2
So Big (WB)	1	18	66	19	4
So This Is Love (WB)	—	13	20	28	20
Stalag 17 (Para.)	9	47	35	18	—
Stand at Apache River (Univ.)	1	4	16	15	4
Steel Lady, The (UA)	—	—	7	3	—
Stranger Wore a Gun, The (Col.)	4	22	9	3	4
Sword and the Rose, The (RKO)	—	8	21	22	20
Take the High Ground (MGM)	9	40	45	9	3
Terror on a Train (MGM)	—	—	1	3	2
Those Redheads from Seattle (Para.)	—	7	18	19	4
Three Sailors and a Girl (WB)	1	5	26	12	4
Thunder Bay (Univ.)	3	13	45	33	10
Thunder Over the Plains (WB)	—	8	13	20	2
Torch Song (MGM)	—	9	20	14	31
Tumbleweed (Univ.)	1	13	20	23	2
Valley of Headhunters (Col.)	—	—	10	5	2
Veils of Bagdad (Univ.)	—	1	3	15	8
*Vice Squad (UA)	—	1	19	20	6
Vicki (20th-Fox)	—	1	3	15	11
Walking My Baby Back Home (Univ.)	—	23	31	18	—
War Arrow (Univ.)	—	19	14	3	—
War of the Worlds (Para.)	2	7	15	39	18
War Paint (UA)	—	8	10	12	4
Wild One (Col.)	—	7	—	1	—
Wings of the Hawk (Univ.)	—	5	15	19	32

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